


LIFE



HOW TO MAKE
TWO OUTFITS
OUT OF ONE

SEPTEMBER 26, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00



Frankly Feminine!

It's as feminine as a perfume bottle—
or a fancy bracket on your bathroom wall! First time
in towels, this lovely scrolled texture—
sculptured with a flourish by Cannon—for you!
“Lyric” is only one of the fresh new
Cannon towel-scoops you'll see at stores right
now—all priced for real value, from
as low as 39c to about \$2.95.

CANNON MILLS, INC.
70 WORTH STREET, NEW YORK CITY 13



"Most tooth loss comes from gum troubles," say dentists.

Fight Tooth Decay and Gum Troubles Both!

New dental research proves you can help prevent tooth decay as you guard your gums—this doubly-effective Ipana way!*

Dentists warn that if you want to save your teeth, you must protect your teeth and gums *both*.

For not only does tooth decay cause untold misery and expense. *Gum troubles cause even more tooth losses than decay*, according to leading dental authorities. And gum troubles can strike anyone—even healthy youngsters and teen-agers—with little warning!

Now you and your family can help prevent costly tooth decay and gum troubles *BOTH*—by starting today

with this doubly-effective Ipana dental care.*

For new dental research now proves that Ipana's own special alkaline formula effectively reduces and keeps down acid-forming bacteria—considered a major cause of tooth decay. *Ipana fully meets these standards for an anti-decay dentifrice.*

And more—Ipana is the *only* leading tooth paste specially designed to stimulate gum circulation—promote healthier gums.

THIS FAMILY SAFEGUARDS TEETH AND GUMS BOTH WITH IPANA DENTAL CARE!



Mrs. Stephen Schwartz of Catonsville, Md., doesn't let her family risk halfway dental care! One of Baltimore's most successful fashion models, Mrs. Schwartz knows that an attractive smile depends on healthy teeth and healthy gums *both*. So she

makes sure that her family fights tooth decay and protects their gums, too—with Ipana dental care. Give your family all the benefits of this doubly-effective dental care. Get a tube of Ipana Tooth Paste today!

HEALTHIER TEETH, HEALTHIER GUMS—

IPANA for Both!



And refreshing Ipana leaves your breath cleaner, your mouth fresher, too!

This One



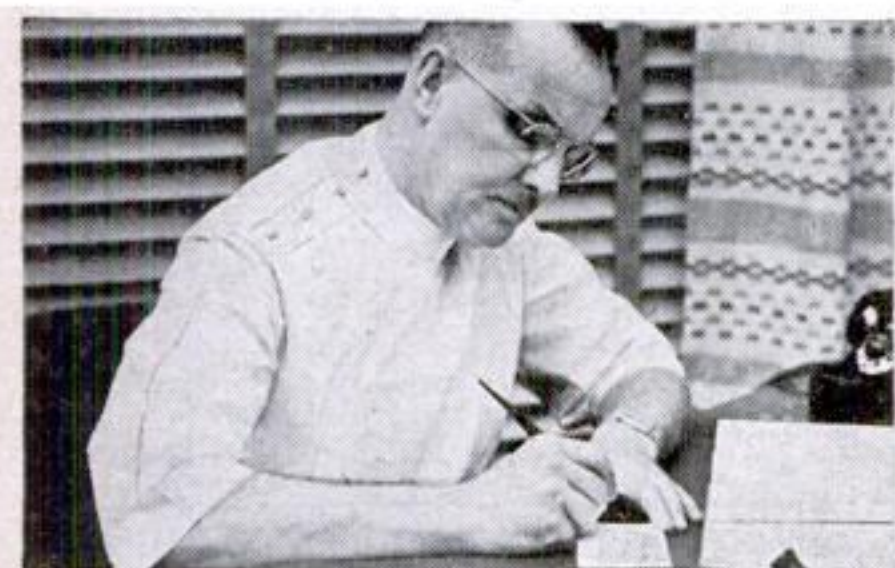
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Copyrighted material

DENTAL RESEARCH SHOWS HOW IPANA FIGHTS TOOTH DECAY!

Scientific research based on daily dental examinations now proves that every time, any time you brush your teeth with Ipana, it helps fight tooth decay by effectively reducing and keeping down acid-forming bacteria. *No other paste or powder is more effective for this purpose.* Moreover, Ipana helps remove sticky, bacteria-trapping deposits that invite decay.



DENTISTS SAY THE IPANA WAY PROMOTES HEALTHIER GUMS!

In thousands of recent reports from all over the country, 8 out of 10 dentists say the Ipana way promotes healthier gums. *That's just as important as fighting decay*, for dentists warn that you can't have healthy teeth without healthy gums! Try this dentist-approved Ipana care—for healthier teeth and healthier gums *both*.



HERE'S ALL YOU DO—EASY AS 1, 2:

*The Ipana way is doubly effective. **1.** Between regular visits to your dentist, brush all tooth surfaces with Ipana after every meal. (Ipana's special alkaline cleansing formula helps prevent tooth decay—leaves teeth cleaner, brighter.) **2.** Then massage gums the way your dentist advises. (Ipana's unique formula also stimulates circulation—promotes healthier gums. You can feel the invigorating, lasting tingle!)



Product of Bristol-Myers

P.S. For correct brushing use the DOUBLE DUTY Tooth Brush with the twist in the handle. 1000 dentists helped design it!

\$100,000 in Prizes

IN THE
Ford
CAR-SAFETY
CONTEST

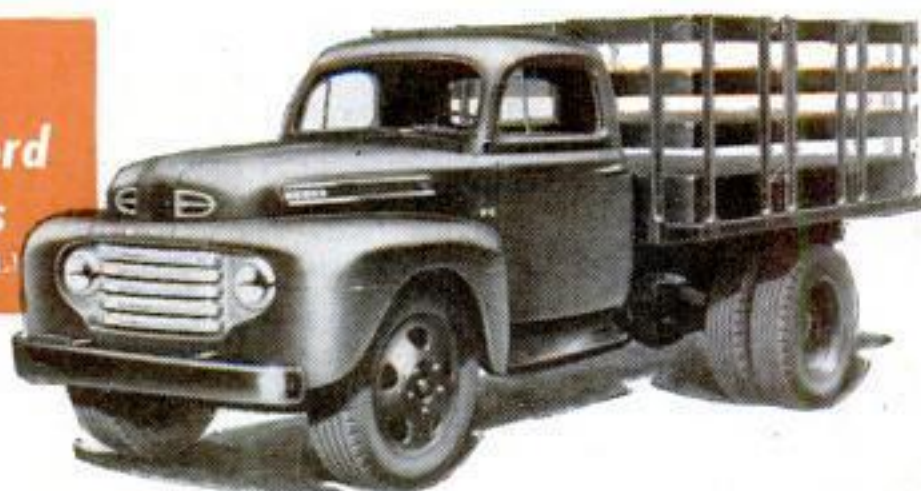
700 PRIZES
including:

25
New Fords



4-door Custom V-8 FORD Sedans, complete with Radios, "Magic Air" Heaters, Overdrive, and white side wall tires.

5
New Ford
Trucks
(OPTIONAL)



Heavy Duty Model F-5, V-8 engine, stake body, 158-inch wheelbase FORD Bonus-Built Trucks, with Radios and "Magic Air" Heaters. Optional as prizes to the top 5 of the 25 car winners who note preference for a truck on Contest Entry Blank.

25
\$1,000 U. S.
Savings Bonds



100
\$100 U. S.
Savings Bonds



200
\$50 U. S.
Savings Bonds



350
\$25 U. S.
Savings Bonds



Here's a wonderful opportunity to co-operate with the National Safety Council, the Inter-Industry Highway Safety Committee and other safety organizations in a vital program to promote safer driving. And, at the same time you can win one of the 700 valuable prizes.

Go to any Ford Dealer displaying the poster below. Regardless of your car or truck's make, he'll give it a safety check at absolutely no cost or obligation to you, put an attractive reflector insignia on it and give you a contest entry blank. Then, using no more than 50 additional words, finish the statement, "All cars and trucks should be safety-checked periodically because....."

You'll think of dozens of good endings like this example: "All cars and trucks should be safety-checked periodically because it takes more than guesswork to keep you safe. It takes the periodic inspection of trained mechanics. It can save lives—maybe yours."

Ned H. Dearborn, President, National Safety Council, says: "Certainly every motorist should check and double-check the mechanical condition of his car for safety's sake. I am sure that this free check-up and safety contest with its attractive prizes will make Americans more safety-conscious... it will save lives."

Beat the rush. Get your free check-up and entry blank now, and maybe you'll be one of the lucky winners. Stop in at your Ford Dealer's whether you want to enter the contest or not. Get a free safety check and free safety insignia.

FORD DIVISION
FORD MOTOR COMPANY

HERE'S ALL YOU DO ! (NO MATTER WHAT MAKE OF CAR OR TRUCK YOU OWN)

- 1** Drive to your Ford Dealer displaying poster shown below.
- 2** Get a Free Car-Safety Check, Free Safety Insignia and Free Entry Blank.
- 3** In 50 words or less on entry blank finish this statement: "All cars and trucks should be safety-checked periodically because....."
- 4** Mail entry before midnight October 31 to the Ford Car-Safety Contest Headquarters, Box 722, Chicago 77, Ill. Your entry must bear postmark no later than midnight Oct. 31, 1949, in order to qualify for an award.

- a) Use only the official contest entry blank which you can obtain at any Ford Dealership displaying the poster shown below. Print clearly your name and address.
- b) Contest is limited to the continental United States and Alaska.
- c) Prizes as stated on entry blank will be awarded on the basis of sincerity, originality and aptness by a Jury of

Awards consisting of prominent men interested in safety. Judges' decisions are final. Duplicate prizes in case of ties. Entries must be submitted in the name of the registered owner or his designated representative. Only one entry per car or truck may be considered. All entries become the property of Ford Motor Company. This contest is subject to Federal, State and local regu-

- lations and to the official contest rules on entry blank.
- d) Winners' names will be posted at all Ford Dealers not later than December 1, 1949.
- e) Contest is open to all residents of continental United States, including Alaska, except employees of Ford Motor Company, Ford Dealers, their advertising agencies, and their families.

Get this
attractive reflector
insignia **FREE!**



HERE'S WHAT
FORD
DEALERS
CHECK
FREE
IN YOUR CAR
OR TRUCK
(no matter what
the make)



- 1. BRAKES**—You get a FREE check of brake pedal reserve and hand-brake operation.
- 2. STEERING**—Steering linkage, springs and shock absorbers are checked and front tires are inspected for indications of improper alignment of front wheels.
- 3. HEADLIGHTS**—Operation of upper and lower beams is checked.
- 4. REAR AND STOP LIGHTS**—Operating condition is checked.

- 5. TIRES**—All tires including spare are checked for recommended inflation and for cuts and breaks in casing.
- 6. WINDSHIELD WIPERS**—Blades are inspected for wiping efficiency and mechanism checked for operation.
- 7. MUFFLER**—Checked for exhaust leaks.
- 8. GLASS**—Windows and windshields inspected for cloudy, obscured vision. Glass and windshield cleaned of all dirt and view-obstructing stickers.
- 9. HORN**—Horn and horn button are checked.
- 10. REAR VIEW MIRROR**—Mirror is checked for cloudy, unsafe vision.

GET **FREE** CAR SAFETY CHECK
—INSIGNIA
and ENTRY BLANK
—at all Ford Dealers where
you see this sign!



Under the Big Top



Emmett Kelly, the famous clown, and a youthful admirer at the Ringling Bros. and Barnum & Bailey Circus in Madison Square Garden.



BELL TELEPHONE SYSTEM

THE CIRCUS! The thrill of thrills for 138 orphans and the telephone girls who made it all possible

WAS there ever such happiness for a group of eager, excited youngsters as that day at the circus!

It all started with the telephone girls who had taken gifts to the orphanage at Christmas. Someone suggested that it would be nice to take three or four of the kids to the circus.

The idea spread and all the girls began chipping in. Soon there was money enough to take not just three or four but 138!

It was a wondrous day and when it was over it was difficult to say who was happier — the young sleepyheads going home on the buses or those who made it all possible.

We mention this because it tells a great deal about the kind of people in the telephone business. They try to be good neighbors and good citizens, as well as good telephone people.

The very nature of telephone work brings them close to the lives and the problems and the emergencies of many people. Their spirit of helpfulness and service extends to many activities beyond the job.

It may be a welfare drive. Or being ever-ready to lend a hand in worth-while community affairs. Or just by helping a number of orphaned youngsters have a happy day at the circus.

You look for "Sanforized" on cottons... Now—look for "Sanforlan" on wool!



1. "SANFORIZED" — it's a wonderful trade-mark! (This man should have looked for it on his shirt!)



2. NOW the "SANFORIZED" folks bring you *WOOLENS* that always, *always* keep their fit!



3. "SANFORLAN"-labeled woolens won't mat, felt, or shrink out of fit, washing after washing!



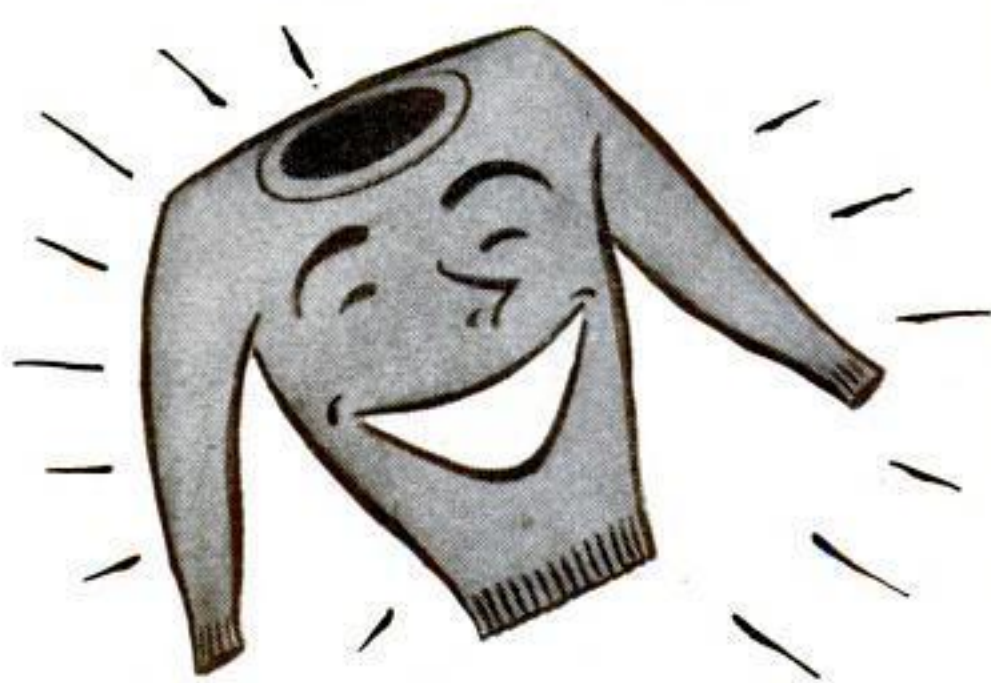
4. And oh-how-much *easier* it is to wash a "SANFORLAN"-labeled garment!



5. You don't need *boards*! You don't need *stretchers*! You don't need *frames*!



6. And wait till you feel how *fleecy* . . . *downy* . . . your "SANFORLAN"-labeled garment stays.



7. To be *sure* of woolens that keep their perfect fit . . .



8. Ask to see the "SANFORLAN" trade-mark whenever you buy woolens!

9. Now you can see "Sanforlan" on sweaters, hosiery, gloves and mittens, infants' and children's wear.

Also on sports shirts, slacks, skirts, jackets, robes and yard goods.

Soon you'll see "Sanforlan" on many other wool items.

For wool garments that
won't shrink out of fit
look for →



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen articles which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

UNSURPASSED! G.E.'S AMAZING RECORD OF DEPENDABILITY!



De Luxe 8-cu-ft Space Maker packed with extra-special features, including General Electric's famous butter conditioner in the door, a sliding utility basket for small-item storage, a sliding adjustable shelf, a spacious meat drawer and two six-inch-deep vegetable drawers. Gives one-third more storage space than old-style models in same floor space.



The General Electric Home Freezer has the same type of sealed-in refrigerating system as that used in G-E Refrigerators. Further, it has *Perfect Seal* cabinet construction that prevents moisture from reaching the 4-inch-thick Fiberglas insulation.

Liner is aluminum. Removable wire baskets. Stain-resistant enamel exterior. 8-cu-ft freezer holds 280 lbs of frozen foods.

Each of these
is a "best" buy!



Dependability
More than 2,000,000
G-E Refrigerators
in service 10 years
or longer



Refrigerator-Home Freezer Combination with separate compartments and SEPARATE DOORS. Each compartment separately refrigerated and separately insulated. Freezer compartment can provide zero temperature at all times. Will quick-freeze foods and store up to 53 pounds of frozen foods. Lower compartment is a Space Maker refrigerator *that needs no defrosting!* The storage space of the lower compartment alone is equivalent to that of an 8-cu-ft standard refrigerator.

How you know they're superdependable

You know they're G-E. And that means they have the famous sealed-in refrigerating system—the system behind this amazing record: *Of the millions of G-E Refrigerators in use, more than 2,000,000 have been in service TEN YEARS OR LONGER!*

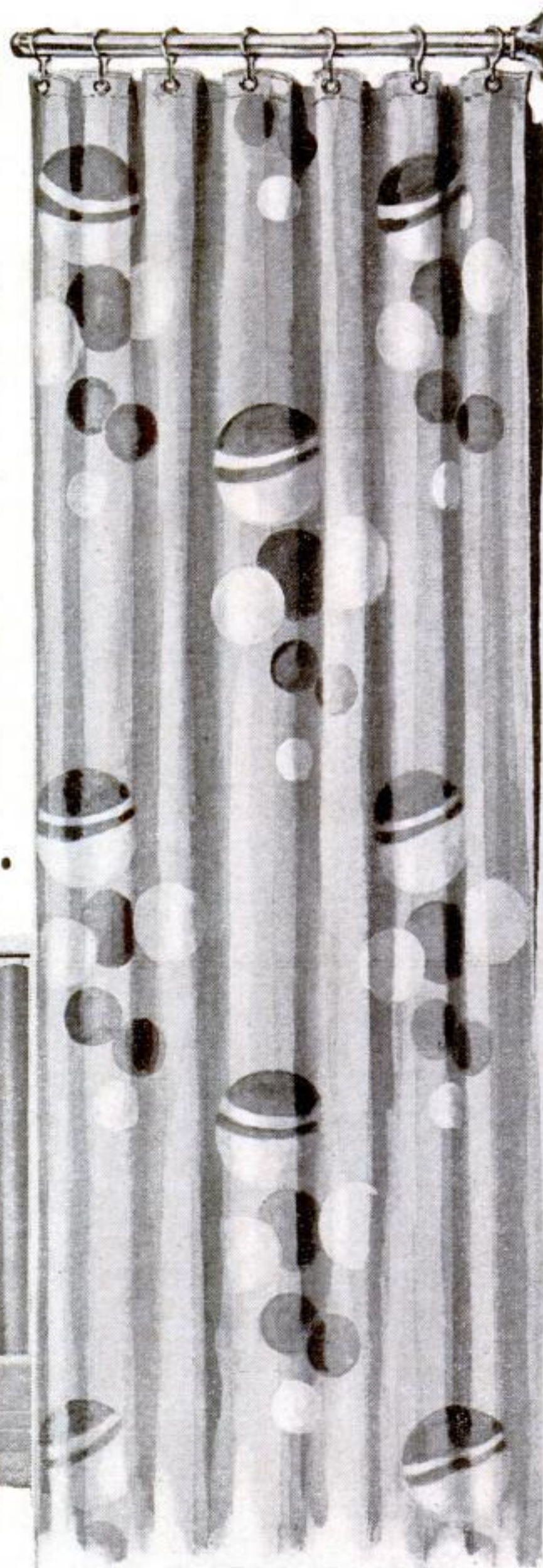
You're buying years and years of dependable performance when you buy a G-E. See your General Electric retailer today! General Electric Company, Bridgeport 2, Conn.

GENERAL  ELECTRIC

won't blow...

won't billow...

won't cling...



beautiful*Fleecenap Shower Curtains

exclusively

***Kleinert's**

Kleinert's hand painted Alluron Shower Curtains

Waterproof Vinyl,
painted by hand,
lovely patterns
... \$8.95 and \$9.95.
Matching ruffled
window drapes ...
\$8.95 and \$9.95.



Kleinert's Shell and Coral Shower Curtains



4 color photo-
graphic print
on Alluron
plastic. Shower
curtains \$5.95;
matching
ruffled
window
curtains \$5.95.

Say goodbye to shower curtains
that billow like sails ...
to shower curtains that cling
like adhesive! Fleecenap
is beautifully different. It's
heavy enough to keep
its place ... never blows or
clings to you. It's velvety soft ...
wonderful to touch ...
never clammy. And Fleecenap
is handsome as well as
hard-working ... lots of
beautiful patterns
to glamorize your bathroom.
Get set to see Kleinert's
Fleecenap ... soon!

Bubble pattern illustrated
at right above ... \$5.95
Solid color Fleecenap curtains
shown at left above ... \$4.95;
with your own three letter
monogram \$6.95. Matching
window drapes ... from \$4.95.

*® Prices slightly higher on the West Coast

LETTERS TO THE EDITORS

LITTLE GIRL LEAVES HOME

SIRS:

PLEASE ADVISE MOTHER OF JEANETTE MARKUNAS ("A LITTLE GIRL LEAVES HER HOME," LIFE, SEPT. 5) WE WILL TAKE CARE OF HER LITTLE GIRL WITHOUT ANY OBLIGATIONS OR CHARGES UNTIL HER HUSBAND IS WELL OR SHE IS ABLE TO PROVIDE A HOME FOR HER DAUGHTER. WE HAVE THREE LITTLE GIRLS 2, 6, 11 YEARS OF AGE AND WILL BE ABLE TO PROVIDE AN EXCELLENT HOME FOR JEANETTE.

MR. AND MRS. P. TAUS

AFFTON, MO.

Sirs:

My wife and I have just finished reading your article on Jeanette Markunas, and our consciences would not let us rest unless we made this offer.

We own a two-family home, have five rooms and also have a 2-year-old daughter. We will gladly and eagerly board and lodge Jeanette at no expense to her mother (her only expense would be clothing Jeanette) so that her mother could come over on her free time whenever she wished and take her with her. She would have her own way in any matter concerning Jeanette.

MR. AND MRS. ARTHUR G. SMITH
Woodhaven, N.Y.

Sirs:

Enclosed is my check for \$10 to you for a fund to bring Jeanette Markunas back to the U.S. to her parents.

It should be easy to pledge 100 or 200 men to share the cost of making it possible for Jeanette's mother to take care of her, and I will gladly volunteer as one of them. On a monthly basis it couldn't cost anyone much, and how in the world would they find a better investment?

JOHN P. FLETCHER

St. Louis, Mo.

Sirs:

I would be glad to give so much each month of my pay if someone would start a drive to help this man for six months to get on his feet again.

SGT. EMERSON E. TUCKER, USAF
Smyrna, Tenn.

Sirs:

I would like to commend you and your magazine for bringing the Markunas case to the attention of the general public. I cannot tell you how deeply I feel the sorrow and bitterness that a fellow veteran must feel who undergoes the torment of having to lie in a hospital helpless while his only child is sent to another country to be cared for. Consequently the Lt. Carl Zeidler Post of Milwaukee, through the personal efforts of the undersigned, has started a fund drive in behalf of our fellow veteran Markunas and his family. ...

PAUL MEILICK

Lt. Carl Zeidler Post
Milwaukee, Wis.

Sirs:

About 500 disabled veterans at this hospital plus many thousands at the other 128 veterans' hospitals regret exceedingly that you did not include certain other pertinent facts of the Markunas case.

First, that the U.S. government furnishes full, free hospitalization and treatment to any veterans with an honorable discharge and service-incurred disabilities.

Second, the veteran mentioned in your article receives a pension pay-

**NOW-UNIFORM
LAXATIVE STRENGTH!**



DUE TO NEW "C-L PROCESS"*

No longer need you drink prune juice without having the slightest idea whether its laxativity is half as strong or twice as strong as the juice you had the day before.

Now—in Sunsweet Prune Juice only—every delicious glassful has the same laxative potency. Pure, delicious prune juice, still a 100% natural product!

SAME DELICIOUS FLAVOR!

**SUNSWEEP
PRUNE
JUICE**



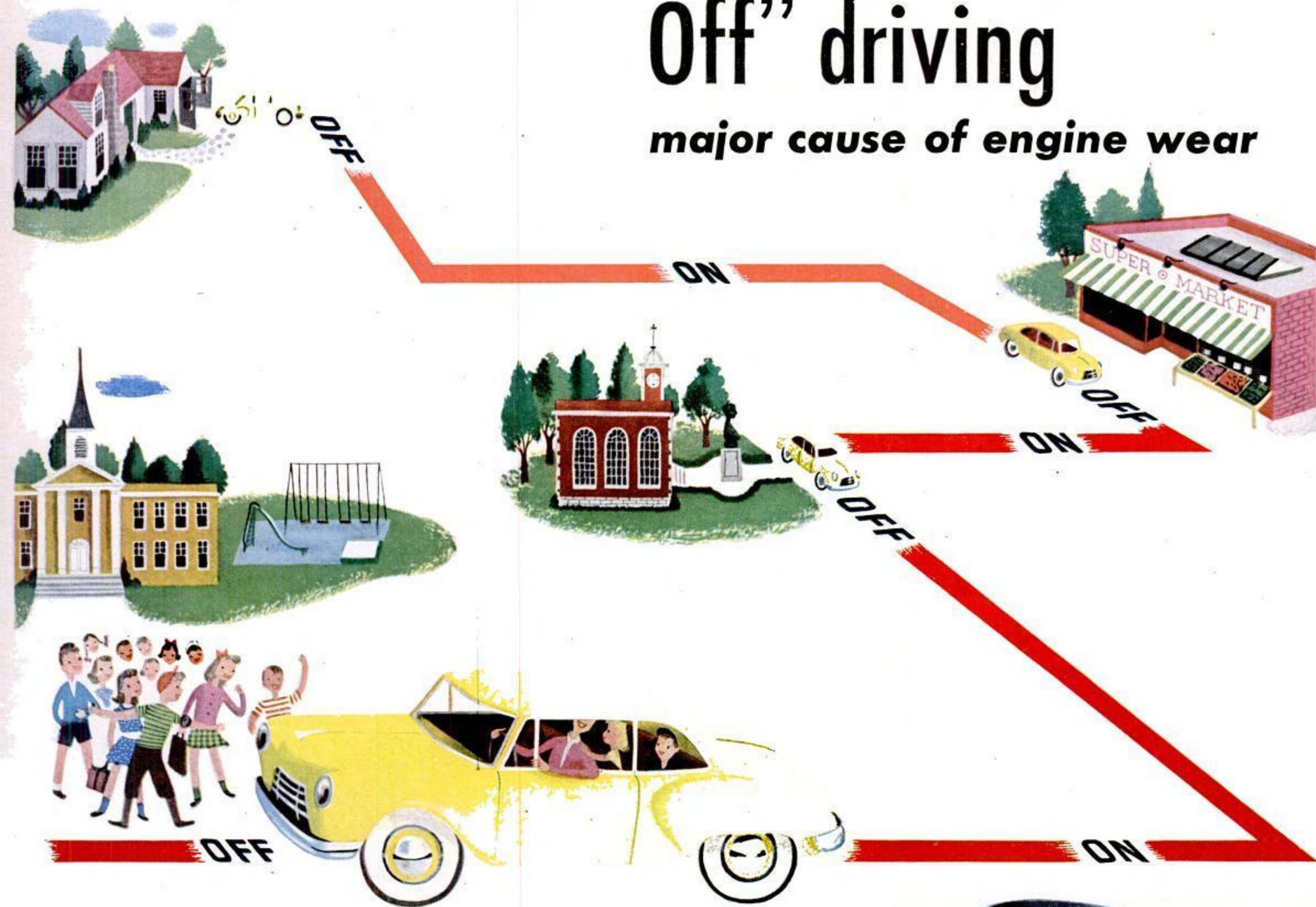
as prepared and distributed by the makers of
MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

CONTINUED ON PAGE 9

Acid Action from "On and Off" driving

major cause of engine wear



Unique "X" Safety Factor in Shell X-100 Motor Oil counteracts Acid Action

You may have thought it's friction that causes the most engine wear. Now it is known that this is *not* so!

It's *Acid Action*—chemical etching of engine parts that takes place in the low operating temperatures of today's "On and Off" driving!

In your short trips about town, to the market, to City Hall, to school—your engine is intermittently "On and Off" . . . runs for brief periods of time only. Hence it seldom warms-up to efficient operating temperatures. It runs "cold." In these short "On" periods, combustion may be incomplete and partially burned fuel gases and moisture attack the smoothly polished metal surfaces *chemically*. It's this biting *Acid Action* that accounts for up to 90% of your engine's wear!

Shell Research worked all out on this

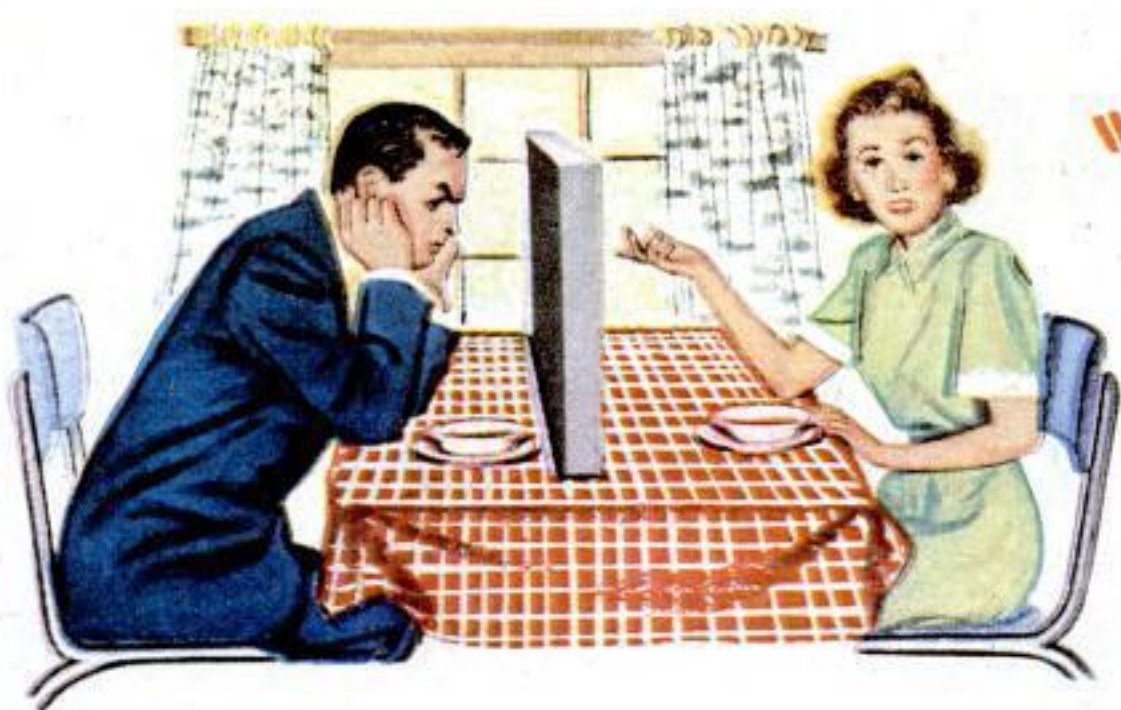
problem . . . developed a unique "X" safety factor to combat *Acid Action*. Now, 21½ million miles of road testing—and millions of miles of use by motorists—prove conclusively that with this "X" safety factor *Acid Action* is effectively counteracted—engine life is prolonged.

This triumph of Shell Research—another Shell "first"—comes to you only in Shell X-100 Motor Oil. This oil, long famous for its ability to protect your engine under the stresses of sustained high speeds and extreme driving conditions, now has this added protection for every mile you drive.

Let your Shell Dealer drain, flush and refill your crankcase with Shell X-100 Motor Oil today.

It's Incomparable!





"Breakfast built a wall between us!"

"Ours was a house divided—till I discovered Post-Tens. What a perfect fixer-upper that wonderful cereal assortment is! Now, everybody can have his favorite cereal for breakfast. Whether it's Raisin Bran or Grape-Nuts, Post Toasties or keep-fit Bran Flakes—Post-Tens has 'em all. Yes,

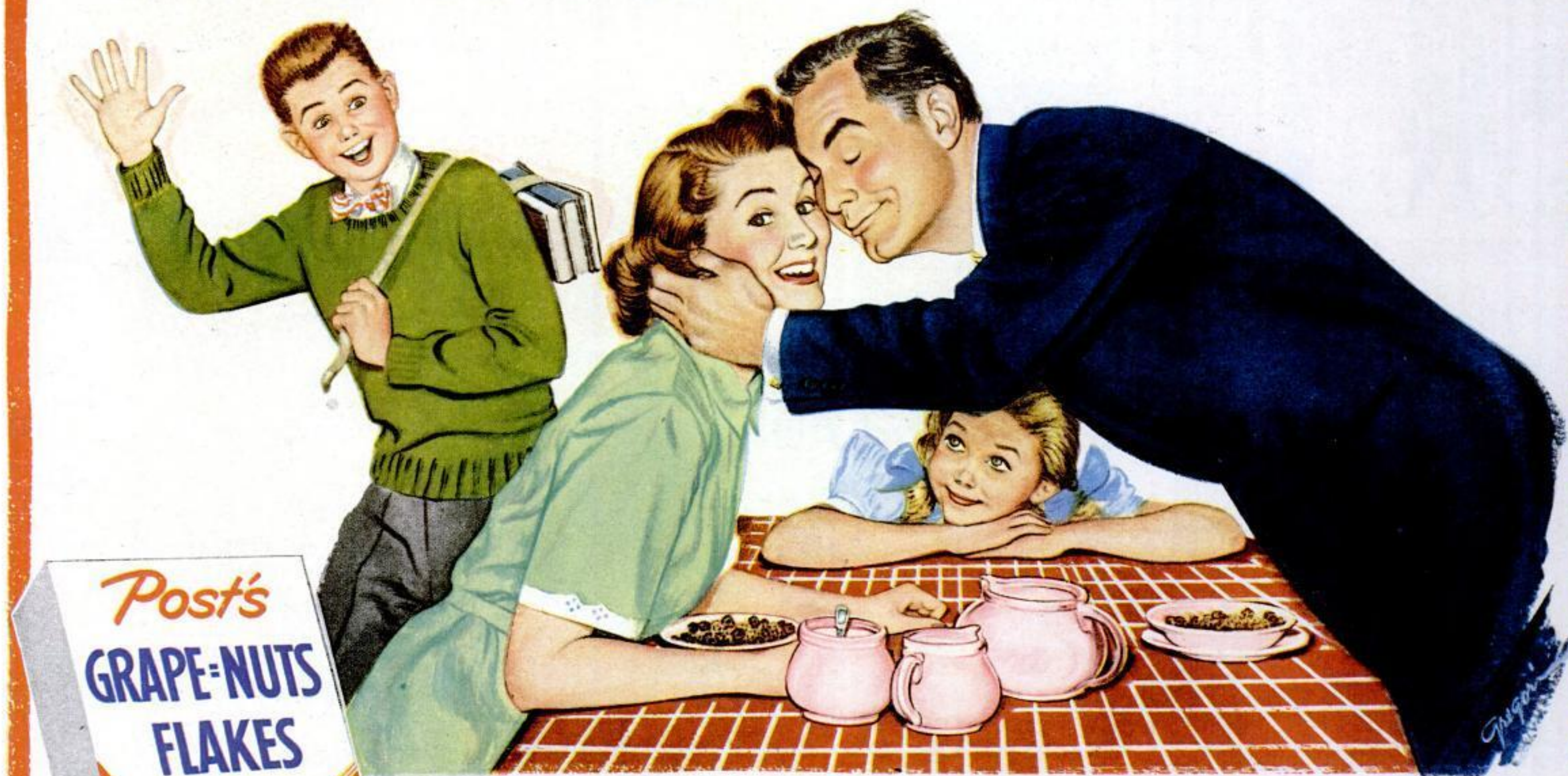
Post-Tens even keeps my changeable children happy with a choice of 7 different cereals every morning—a different cereal for every day in the week. And thanks to Post-Tens we learned about America's 2-Bonus cereal—Sugarroasted Grape-Nuts Flakes!"



7 CEREAL FAVORITES
10 INDIVIDUAL PACKAGES

3 Post Toasties	1 Grape-Nuts
2 Grape-Nuts Flakes	1 Raisin Bran
1 40% Bran Flakes	1 Rice Toasties
1 Nabisco Shredded Wheat	

"What a WOW of a way to start the day—
with America's 2-Bonus Cereal!"



Everybody likes a bonus! And you get not one but *two* when you buy Sugarroasted Grape-Nuts Flakes! For just as the sun brings out the full flavor of plant-ripened strawberries, so Sugarroasting brings out all the goodness of whole-wheat flakes...

drenches them in the malt-sugar of tender barley, till they're butter-brown perfect! Yes, it's Sugarroasting that makes Grape-Nuts Flakes the 2-Bonus Cereal. Bonus #1—that sweet-as-a-nut flavor! Bonus #2—more quick energy than any other

leading cereal! And thanks to Sugarroasting, Grape-Nuts Flakes give you more get-up-and-go! For a truly wonderful treat—try America's 2-Bonus Cereal. Ask your grocer for the large, economy-size package of Sugarroasted Grape-Nuts Flakes today!

Grape-Nuts Flakes —The **2-BONUS CEREAL!**

Products of
General Foods

CORINNE CALVET

co-starring in
"ROPE OF SAND"
a Hal Wallis-Paramount Picture
says

"RC
tastes best!"



"I took the famous taste-test, compared the leading colas, and Royal Crown Cola won my vote..."



"Now when I want a frosty lift, at play or at work, you can bet RC's the cola I choose."



RC wins 5 out of 6 group taste-tests from coast to coast. So enjoy the best—insist on RC!



Only RC gives you all 3:

- (1) Cool refreshment.
- (2) Two full glasses.
- (3) Best by taste-test flavor

LETTERS TO THE EDITORS

—CONTINUED—

ment of \$138 monthly—with no deductions of any kind. His wife must certainly receive some salary for her services as a nurse.

There are patients at this hospital who are fathers of four and five children and who, due to nonservice-connected disabilities, receive but \$60 a month from the government.

These men and their wives manage to keep their children at home and do not find it necessary to send their children to a citizen of a foreign country, whether relative or not, for support.

C. B. MILLER

Castle Point, N.Y.

Sirs:

Your article concerning the little Markunas girl has left me puzzled and somewhat angry. Why was it necessary to send the child to Vienna with her grandmother? You say this was necessary as Mrs. Markunas had "no one to turn to for help." This probably is not precisely the case for, as the former chief social worker at the San Fernando Veterans' Hospital which, like Castle Point, also cares primarily for veterans with tuberculosis, I know that there are competent and understanding social workers at Castle Point who could have assisted Mrs. Markunas in placing her child in a temporary foster home in order to keep the child near her.

If, on the other hand, Mr. and Mrs. Markunas preferred sending their child to Vienna, that is quite different, and the plan to do so may have been the best solution to the problem. . . .

VIRGINIA HENRY

Highway Highlands, Calif.

● For Mrs. Markunas the problem of what to do with her daughter was not simple. Having a strong sense of family solidarity, she wanted Jeanette to be brought up by her own mother. Even with her husband's pension and the money she earned, she felt that she herself could not bring up Jeanette. Readers have sent Mrs. Markunas small sums of money direct which she has gratefully returned. LIFE, which has so far received about \$100 in cash and a few pledges of more, is following her example. It is grateful to the many sympathetic readers who, having been deeply moved by her plight, also saw Mrs. Markunas' problem as a difficult and private one.—ED.

BAY REGION HOUSES

Sirs:

The so-called "Bay Region" style in "San Francisco Houses" (LIFE, Sept. 5) is not a "new kind of architecture" at all. It is quite patently the logical, mid-20th Century development from the earlier American organic building of the Chicago School flourishing at the turn of the century. Frank Lloyd Wright, the apotheosized survivor of this movement, deserves mention at least, since even the layman today knows that he was exploiting most all the basic ideas inherent in the "Bay Region Modern" way back.

Much of the Bay Region architectural distinction is attributable directly to its remoteness from New York City and the East Coast where the influx of European ideas tends to dilute any natural regional development in the visual arts.

If there is anything valid in the idea that differences in people and geography should find expression in architec-

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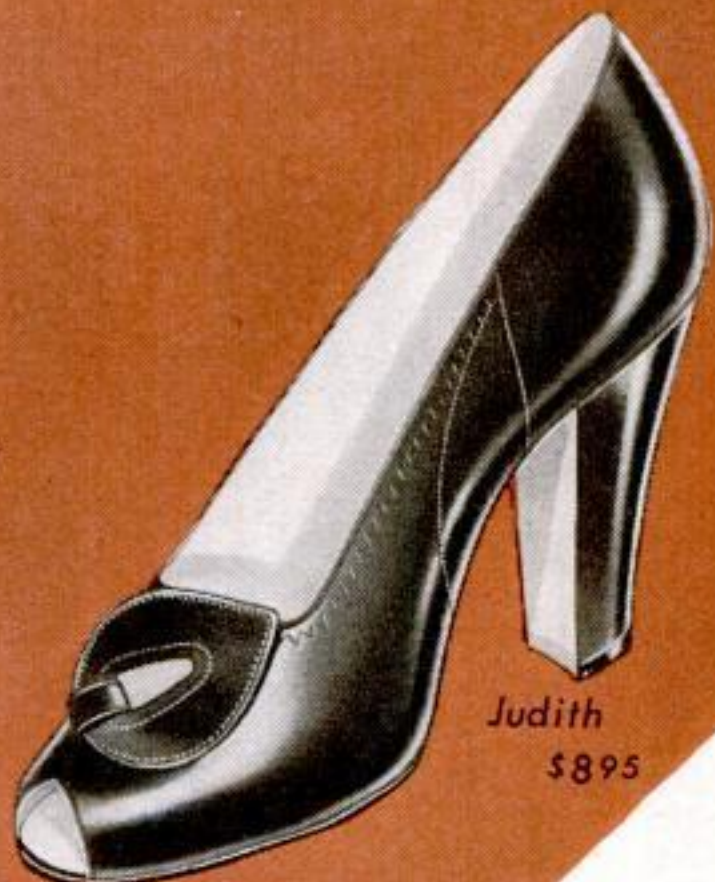
Fashion
with an
added
attraction
...COMFORT!



Pearl
\$9.95



Sun Valley
\$7.95



Judith
\$8.95

Unbelievable—
that such forward-looking
fashions should feel so
serenely comfortable, be so
agreeably priced! That's
the triumph of long-skilled
ENNA JETTICK shoe making.
See these new-for-Fall
styles at a nearby
dealer's right now.

ENNA JETTICK SHOES, INC.
Auburn, N. Y.

Some ENNA JETTICK Styles
are made in sizes 1 to 12
widths AAAAA to EEE

\$7.95 to \$9.95

THOSE COMFORTABLE
Enna Jetticks
America's Smartest Walking Shoes

Chocolate Covered Cocoanut Bars

(SEE RECIPE BELOW)



Chocolate Covered COCOANUT BARS

- 1 cup packaged, sweetened moist cocoanut (chopped fine)
 - 2 cups granulated sugar
 - 3/4 cup fresh sweet milk
 - 1 tablespoon light corn syrup
 - 1 tablespoon dairy fresh butter
 - 1 teaspoon vanilla
 - 2 tablespoons marshmallow
 - 1/8 teaspoon salt
 - 1 lb. semi-sweet chocolate
- Stir sugar, corn syrup and milk in saucepan over fire till dissolved.

Cover and cook to medium soft ball (240°). Remove from heat and add butter, stirring only enough to blend. Pour on cold wet platter. When lukewarm (110°) beat with spatula until thick and creamy. Mix in salt, vanilla and marshmallow. Knead in cocoanut and form into bars. When cool, cover with melted semi-sweet chocolate. Makes 16 bars.

(But why go to all this work when no one makes Cocoanut bars better than Welch!)

**FOR THRILLING
TASTE ENJOYMENT
ANYTIME—**

REACH FOR A



S-M-O-O-T-H

creamy cocoanut center, generously coated with thick, dark chocolate. Good? You'll say it is!

© 1949 JAMES O. WELCH CO.

NO ONE MAKES THEM BETTER THAN Welch!

LETTERS TO THE EDITORS

CONTINUED

ture, and I believe there is, then ultimately we can expect to find within the boundaries of the U.S. at least four or five other regional variations of contemporary architecture: the Northwest, the Southwest and Texas, the Midwest, the Gulf Coast area and perhaps the East Coast.

Buford L. Pickens
Head, School of Architecture
Tulane University
New Orleans, La.

GREAT COMEDY

Sirs:

I would like to congratulate you on "Comedy's Greatest Era," by James Agee (LIFE, Sept. 5). He has written the best thing I've ever read on the best thing ever done in films.

Robert Hallock
Westport, Conn.

Sirs:

Will you mind the splash if I go overboard on James Agee's "Comedy's Greatest Era"? The content of the entire article is superbly handled. It should be required reading for all students and practicing technicians of comedy—and comedy either confined or broadly spread.

In particular the analysis of Chaplin's genius is a masterpiece of perspicacity and lucidity, done with a precision, an incisiveness—and with a reverent tenderness—I have not seen equaled.

Lemist Esler
Assistant Professor
Department of Drama
Yale University
New Haven, Conn.

CONTINUED ON PAGE 13

**Please
send**



to _____ NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT \$6.00

(1 year at the single copy price would cost you \$10.40)

I enclose \$ _____

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MERCURY

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See it! Drive it—and you'll say: "*It's Mercury for me!*"

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White side-wall tires and rear wheel shields optional at extra cost

"Why are women so much braver than men?"

ASKED ELSIE, THE BORDEN COW



"WH-WH-WHO says women are braver?" sputtered Elmer, the bull, caught red-handed. "Can't a guy take his own temperature without being accused of being a coward?"

"Never a coward, darling!" laughed Elsie, the Borden Cow.

"It's just that when you men folks get a little bump or a tiny scratch, you act as if you'd earned the Purple Heart."

"Aw, go back to your pleasures!" sulked Elmer.

"I was doing something very pleasant, at that," brightly responded Elsie. "I was spreading thin slices of bread with that wonderful new Borden's Pippin Roll. I was planning to make nice rolls of the spread slices



and grill 'em for your afternoon coffee."



"I'm not sure I'll be able to get to the table," sighed Elmer.

"Oh, you'll come flying," promised Elsie, "when you get a whiff of that real sharp American cheese toasting! You know, Borden's Pippin Roll is the very finest Cheddar cheese that's been aged a year. Then it's made easy

to spread as I've done it—or on crackers or pumpernickel."

"Go on!" groaned Elmer. "Show your woman's bravery by taking advantage of a guy when he's down. Rave on about your Borden's Pippin Roll!"

"I've said all I was going to say," said Elsie, "except



that Pippin Roll comes in the most convenient 3-ounce package. Everybody should keep a couple handy for snacks."



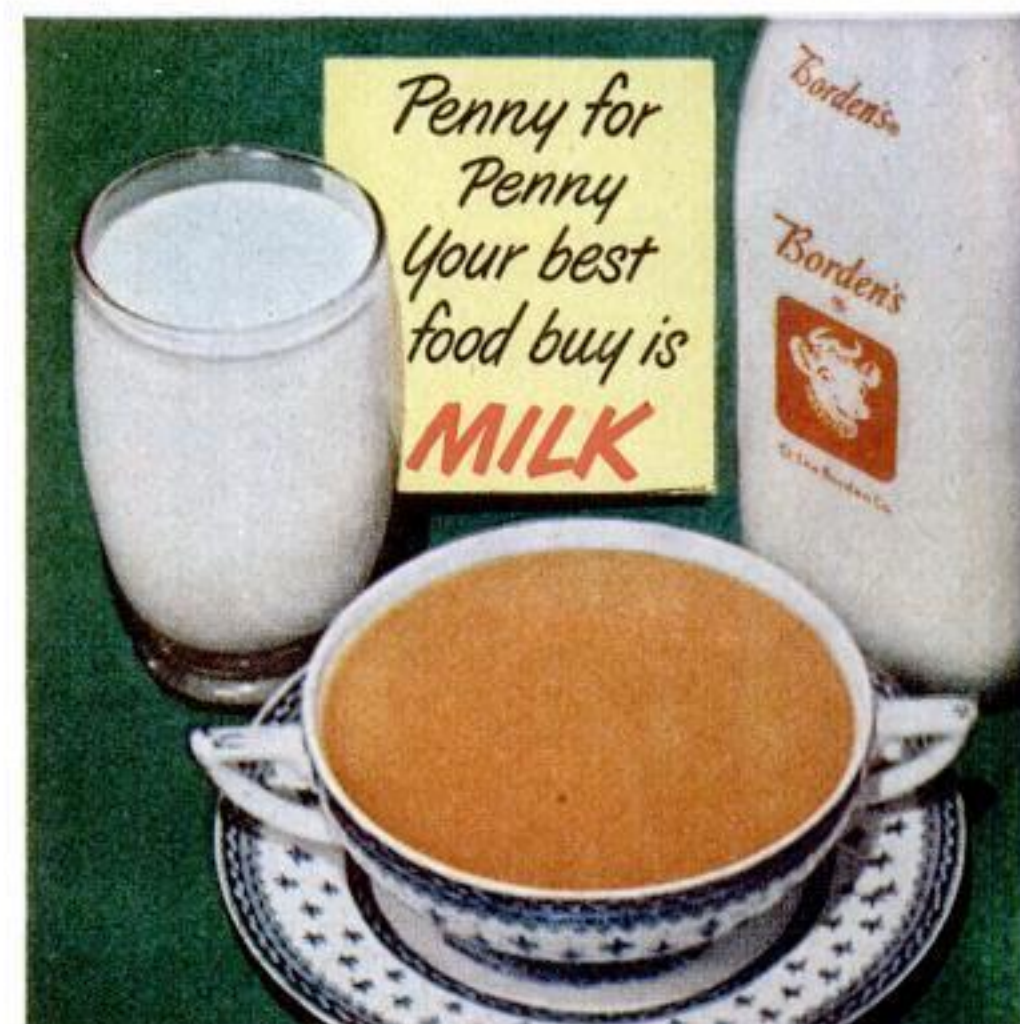
"OUCH! My head!" squawked Elmer. "This cheese talk is sending my temperature up."

"Then, I'll rush right out to the refrigerator," soothed Elsie, "and get you a big glass of cool, delicious Borden's Milk. It's wonderful for you. Teeming

with vitamins, minerals, complete protein, calcium, and—"

"That's all, Elsie, PLEASE!" begged Elmer.

"But that's not half of it, Elmer!" corrected Elsie. "Milk is one of the world's greatest single foods. Dietitians say we should drink plenty of milk and eat lots



of dishes made with milk. Milk is the truly economical way of upping the nourishment of your family's meals. For instance, did you know that, penny for penny, your best food buy is milk?"

"All I know," roared Elmer, grabbing his hat, "is that I'm getting out of here!"

"In your condition, dear?" teased Elsie.

"You're driving me to it, woman," raved Elmer, "with all your talk about Borden's!"

"Then, you can take off your hat, and go back to your couch, dear," said Elsie. "I've finished talking about Borden's, except to say—if it's Borden's, it's GOT to be good!"





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GOLD STRIPE
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It's the symbol of stockings that set the trend for fashion. It's the indelible trademark of Gotham Gold Stripe Nylons, the stockings that are noted for their quality and longer wear... for the magic way they're created to flatter your legs.

ALLURE... a rich coppery brown with a natural affinity for rust, spicy and mahogany browns; the spruce blues fashion favors. 54 gauge, 15 denier. \$1.75.

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LETTERS TO THE EDITORS

CONTINUED

Sirs:

"Comedy's Greatest Era" was perhaps doubly interesting to us because of the visit that Buster Keaton made here on Aug. 23, when he was the guest of honor at a tea on board the wind-jammer *Joseph Conrad* here at Mystic seaport.

I am enclosing a picture of Buster as he literally clowned up the rigging of the *Conrad* and gave a splendid imitation of his never-to-be-forgotten role in *The Navigator*.

HERBERT H. COREY

Mystic, Conn.



KEATON UP TO DATE

UNRESTRICTED BULGES

Sirs:

You performed a disservice to the current antituberculosis X-ray campaign when you published the picture of Mae West's innards (LIFE, Sept. 5).

Now women of the same heftiness are bothered by two questions:

"Will my bulges show up like Mae West's? Is my picture free to be passed around for unrestricted inspection?"

WILLIAM L. BAKER

Holyoke, Mass.

● The pictures are not made public without permission. Miss West permitted the publication of hers only in order to help call attention to the X-ray drive.—ED.

NOT COLLECTED

Sirs:

Your story "Goodby, Giveaways" (LIFE, Sept. 5) reminds me of my pet gripe. In the summer of '46 I was on the radio show *Detect and Collect*. I won a date with Van Johnson, actor, but because he was working on a Metro-Goldwyn-Mayer picture at the time, I was to have a date the next time he came to New York. At the time I was a freshman in college; I am now a senior at the University of Pittsburgh. It isn't the date, believe me—I would much rather go to New York with my mother, father, and boyfriend. It is the everlasting question—did you ever have your date with Van Johnson?

Detect and Collect is off the air now, but I ask you, LIFE, M-G-M and Mr. Johnson, is that fair?

NANCEE A. MCGREGOR

Pittsburgh, Pa.

● And LIFE asks M-G-M and Mr. Johnson: is it?—ED.

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at 9 Rockefeller Plaza
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BUT HE SHAVES WITH MENNEN LATHER



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- No alcohol to make dry hair even drier!
- Has a masculine aroma!
- More for your money! Big 5-ounce bottle only 49¢.

*Over the second choice brand in comparison survey.





THE WORKADAY EISENSTAEDT

SPEAKING OF PICTURES . . .

LIFE photographer gets made up to look like seven other people

Alfred Eisenstaedt, who has photographed hundreds of stories for LIFE, comes back from every story with at least one picture of himself, the taking of which he carefully directed (LIFE, Oct. 21, 1946). Out on assignment now in Hollywood, Eisenstaedt has found himself inordinately tempted by the opportunities presented by the movie studio make up artists. On the Paramount lot one day he cornered Make-Up-Chief Wally Westmore and pointed to a picture of Fredric March as Mr. Hyde in the movie *Dr. Jekyll and Mr. Hyde*. "Can you make me look like that?" he asked. "Yes," said Westmore briskly. "Groucho Marx too?" asked Eisenstaedt. "Well . . . yes," said Westmore. "And Veronica Lake too?" pursued Eisenstaedt. A bit glassy-eyed, Westmore nodded and started to work. By the time Eisenstaedt ran out of ideas, Westmore had produced the startling variations shown here.

Only once did the subject strain Westmore's patience by requesting, near the end of the project, to be made up as a dog. The hour-long "Mr. Hyde" job was the most complicated; "Groucho Marx" was the easiest. So wholeheartedly did Eisenstaedt throw himself into each of his roles that when he got to "Napoleon" he was muttering darkly, "Ha! Where are my troops?"



AS AN OLDTIME PHOTOGRAPHER, he wears a suit that was worn by Bing Crosby in *Road to Utopia*, and a fake chin which came off suddenly during lunch.



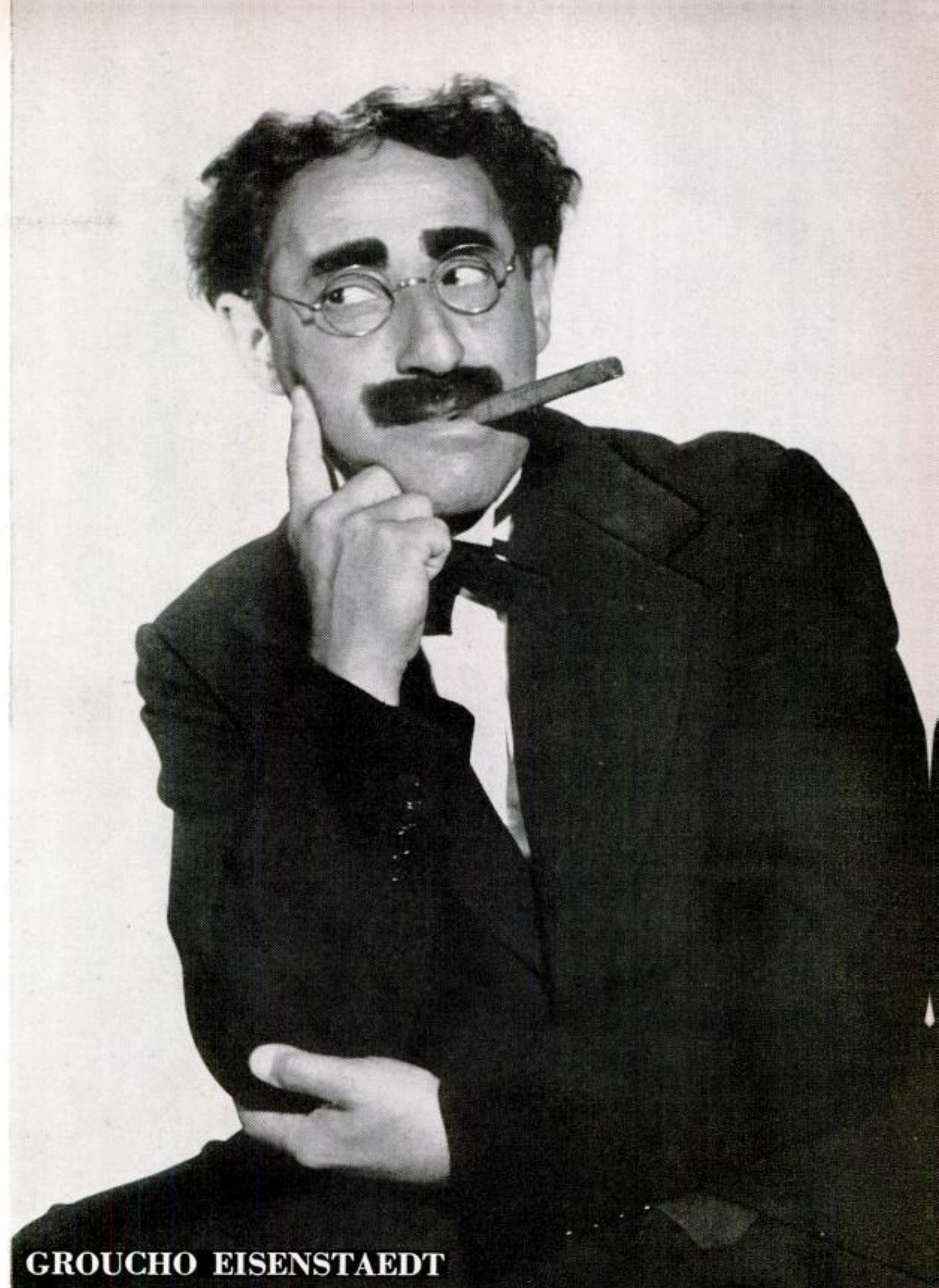
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I avoid licking glue...and so can you with **SELF-SEAL** the "dry seal" envelope

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Folks everywhere, by the thousands, are discovering Self-Seal envelopes. Some like them because they're so sanitary. Others prefer them because they're so easy to use. But generally, Self-Seal envelopes are selected because they can be depended on to stick easily, quickly, and tenaciously.

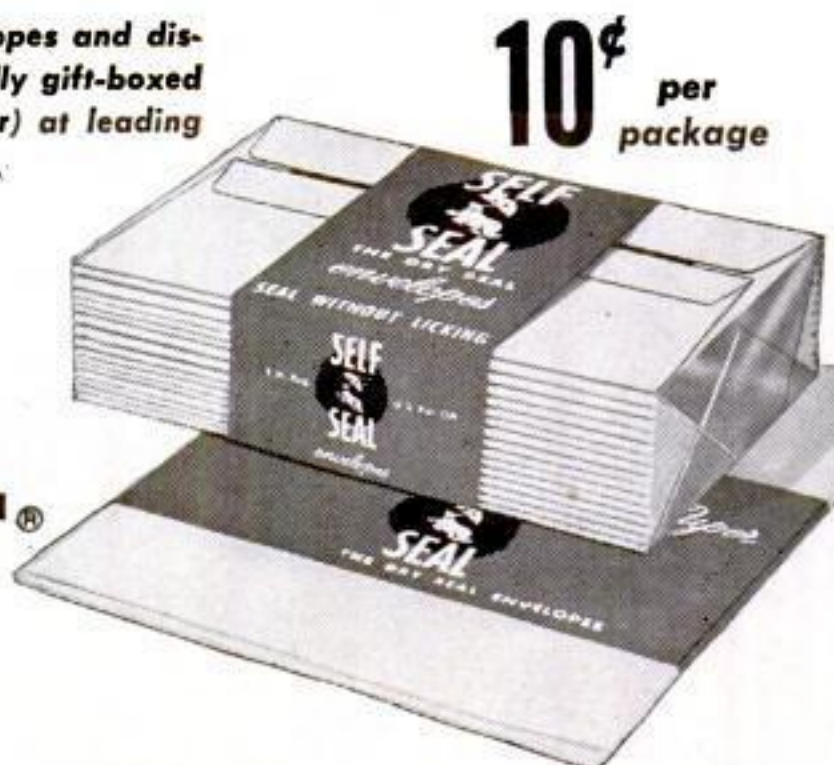
Self-Seal envelopes—and writing paper to match—are on sale at stationery, drug, and five-and-dime stores. They're available in two socially correct sizes. So ask for them. Try them. You'll never go back to old-fashioned envelope licking.

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LIFE'S REPORTS



T. S. ELIOT enjoys a drink himself after a successful opening night of his play. Now 61, Eliot is most celebrated for his poem, *The Wasteland*.

"THE COCKTAIL PARTY"

Poet uses worldly scene
for a Christian comedy

Last month Scotland's famed Edinburgh Festival offered three weeks of high-brow music and drama. The most talked-about event was the premiere of T. S. Eliot's new blank verse play, *The Cocktail Party*. The audience, which came to see the latest work by a writer who is generally acclaimed the most distinguished and influential of today's poets, was misled at first by the levity of the title and the lines in the first act. The play begins at the London cocktail party of Edward Chamberlayne. A dizzy dowager named Julia chides Edward because his wife Lavinia failed to show up. Says she,

... And this is the first time
I've ever seen you without
Lavinia
Except for the time she got locked
in the lavatory
And couldn't get out. . . .

A mysterious stranger appears
at the party and sings gaily, from
an old ballad,

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This label tells you
it's a genuine Raynster,
backed by this
100% waterproof
guarantee with
every coat.

UNITED STATES RUBBER COMPANY
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CONTINUED ON PAGE 18

For their sake...



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FIRE!**

Two thousand children die in fires every year... A loss of precious lives all the more tragic because needless... A frightful sacrifice to our carelessness!

YOU can protect your own. Make every week Fire Prevention Week. You'll prevent 3 out of 4 fires. You'll guard the lives of those

you love. Put the following rules to work in your home:

Put out every match and cigarette... Don't use gasoline or benzine for home cleaning... Use only wiring and appliances with the U.L. label... Repair and insulate heating plant, stoves, chimneys.

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Includes Drill Press, Lathe, Circular Saw, Disk Sanding and Horizontal Drill attachments, line-shaft assembly, and nuts and bolts for mounting. Motor, switch rod, and bench extra. Price \$154.55. Under Rockwell Acceptance Corporation plan, you need pay only **\$15.46** down
*Prices subject to change without notice.

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Famous Delta Homecraft Power Tools, separate, ready-to-use—but combined in one space-saving unit
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Ready to go at the flip of a switch. On most operations, you move right from one tool to another. No complicated, time-wasting set-ups.

You save money two ways
First, because you don't need a separate motor for each tool. Second, because you can make many items instead of buying them. You can build and repair things around the house.

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LIFE'S REPORTS CONTINUED

"As I was drinkin' gin and water,
And me bein' the One Eyed Riley,
Who came in but the landlord's daughter
And she took me heart entirely."

But as the play continues it becomes clear that Eliot has a deeply serious intent: to examine the ways in which human beings can find salvation in Christianity. The alternatives, as he sees them, are a tolerant acceptance of each other's limitations or, for the chosen few, a life of service and sacrifice to God.



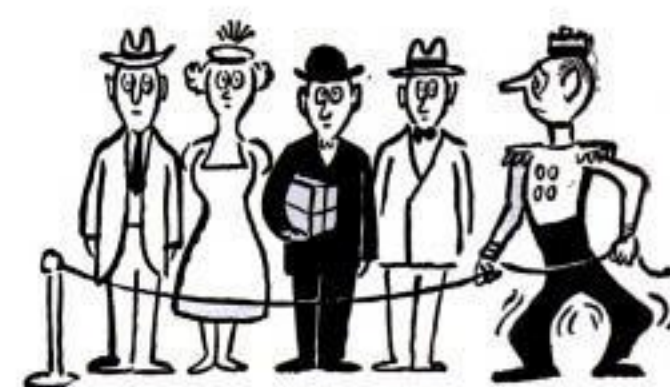
THE MYSTERIOUS STRANGER SINGS AND GIVES ADVICE

The mysterious stranger (pictured above singing his ditty) is a figure combining the benign authority of the church with the insight of a psychiatrist. After the cocktail party he listens while Edward Chamberlayne, who is estranged from his wife, pours out his troubles. When Edward suddenly stops and asks, "To what does this lead?" the stranger replies,

To finding out
What you really are. What you really feel.
What you really are among other people.
Most of the time we take ourselves for granted,
As we have to, and live on a little knowledge
About ourselves as we were.
Who are you now?
You don't know any more than I do,
But rather less. You are nothing but a set
Of obsolete responses. The one thing to do
Is to do nothing. Wait. . . .
Resign yourself to be the fool you are.
That's the best advice that I can give you. . . .
You will find that you survive humiliation.
And that's an experience of incalculable value.

HUSBAND AND WIFE TRY TO MAKE THE BEST OF THINGS

The stranger identifies himself as a physician named Sir Henry Harcourt-Reilly. Edward and Lavinia go to his office for advice



A hard-working usher from Cassidy



Wore shorts that would cling with tenacity.



Said a man in the line,



"Arrow Shorts fit you fine!"



And they give you real seating capacity!



No chafing center seam

5 models: All-elastic waistband (2 styles)
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CONTINUED ON PAGE 20



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Get all these ***EXTRA VALUES***
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VALVE-IN-HEAD ENGINE**

the extra efficient power plant with the valve-in-head design that's setting the trend for the automotive industry.

Find out for yourself how much more Chevrolet offers you. Examine its features for comfort . . . for beauty . . . for power and economy. Compare all its big car advantages you see with any other make in the low-price field—compare Chevrolet's value with *any other car in any price field!* Then do what your good judgment tells you . . . invest in Chevrolet for extra values, and get the most beautiful buy of all.

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with steel welded to steel above, below and all around you for the highest degree of solidity, quietness and safety.



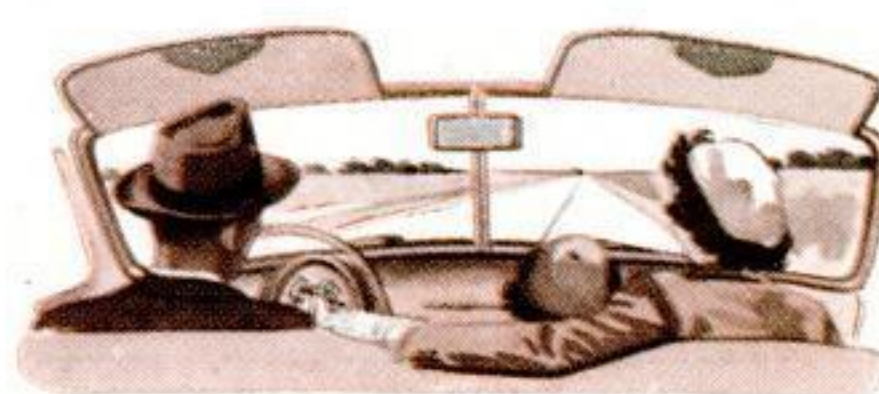
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more outstanding than ever before with new *Dubl-Life* Rivetless brake linings that last up to twice as long.



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giving *maximum* driving-ease . . . with minimum driver fatigue or "car-wander" and found elsewhere only on costlier cars.



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supplying all that extra vision which means extra safety in driving—another Chevrolet "exclusive" in its field.



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with smooth, graceful curves and new interior richness—exclusive to Chevrolet among all low-priced cars.



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the big car in the low-price field, giving you more riding-comfort, more road-steadiness and more safety.

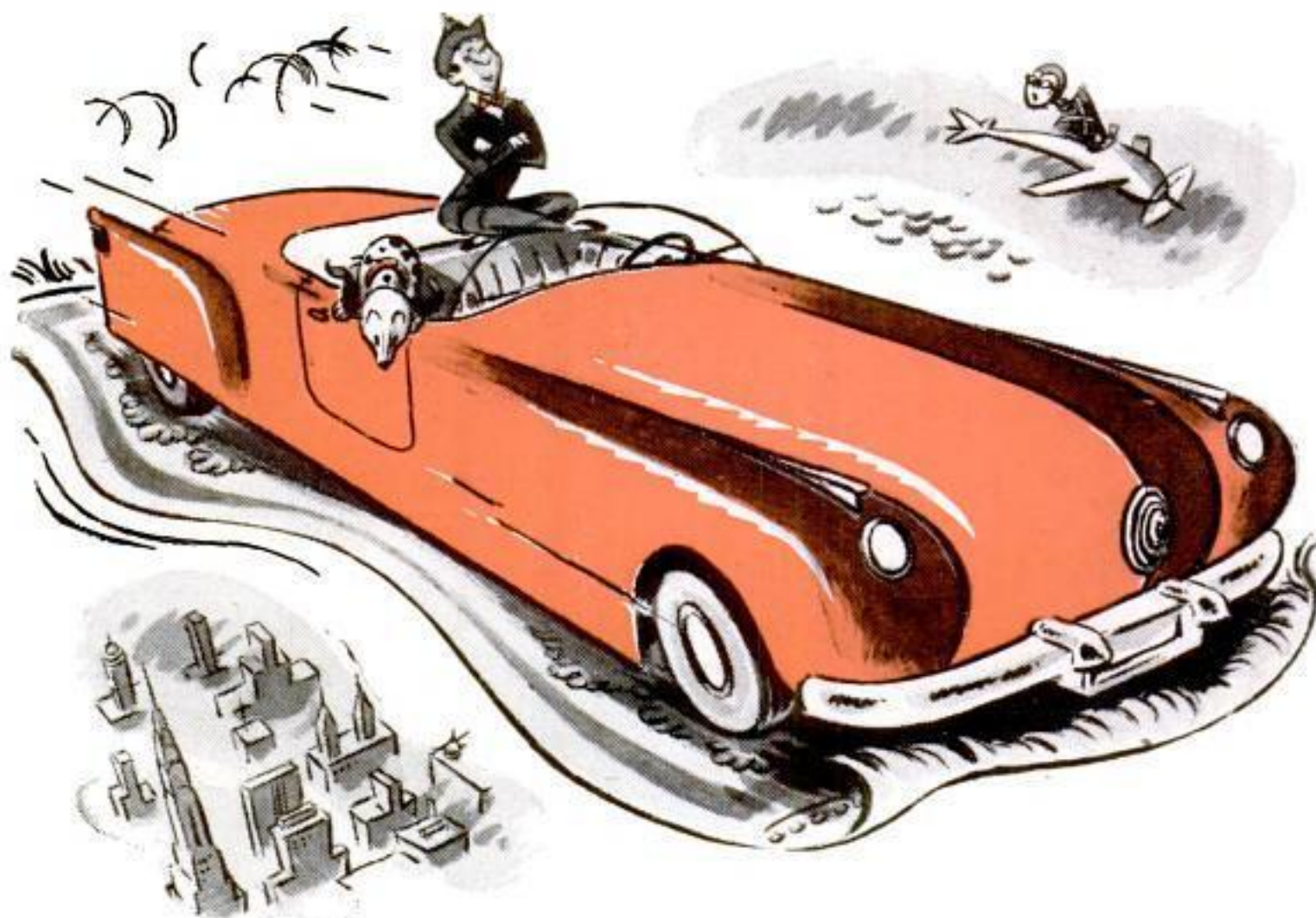


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LIFE'S REPORTS CONTINUED



(above). Trying to make the unhappy couple understand each other, the physician remarks,

... My patients such as you are the self-deceivers

Taking infinite pains, exhausting their energy,

Yet never quite successful. . . .

Reilly points out that each had accused the other of his own fault. Lavinia said of Edward, "He could not love any woman." Edward said of Lavinia, "No man could love her." Now they must reverse the propositions and put them together. Cries Lavinia,

Then what can we do, When we can go neither back nor forward? Edward! What can we do?

Reilly replies,

You have answered your own question, Though you do not know the meaning of what you have said.

Says Edward,

Lavinia, we must make the best of a bad job. That is what he means.

Reilly clarifies his point with a realistic observation:

... you find, Mr. Chamberlayne, The best of a bad job is all any of us make of it—

Except, of course, the saints. . . .

Your business is not to clear your conscience

But to learn how to bear the burdens of your conscience.

With the future of the others you are not concerned. . . .

Go in peace. And work out your salvation with diligence.



A LONELY GIRL CHOOSES TO LEAD A SAINTLY LIFE

Having disposed of one way of finding salvation, Eliot turns to the alternative, which is embodied in the character of Celia. The modern prototype of a saint, she comes slowly to realize that



Says
VIRGINIA COATES
Home Economist

**DURKEE'S
FAMOUS
DRESSING**



Here's a brisk, hearty dressing and meat sauce with a flavor you can taste! Try Durkee's Dressing as a companion for cold meats, fish, and fowl . . . and as a wonderful "sparker" for your favorite salads.

Iceberg Head Lettuce Salad

Wash and quarter a small, firm head of iceberg lettuce. Chill. Mix 1 part Durkee's Dressing with 3 parts mayonnaise. Pour over lettuce in quantity desired. Serves 4.

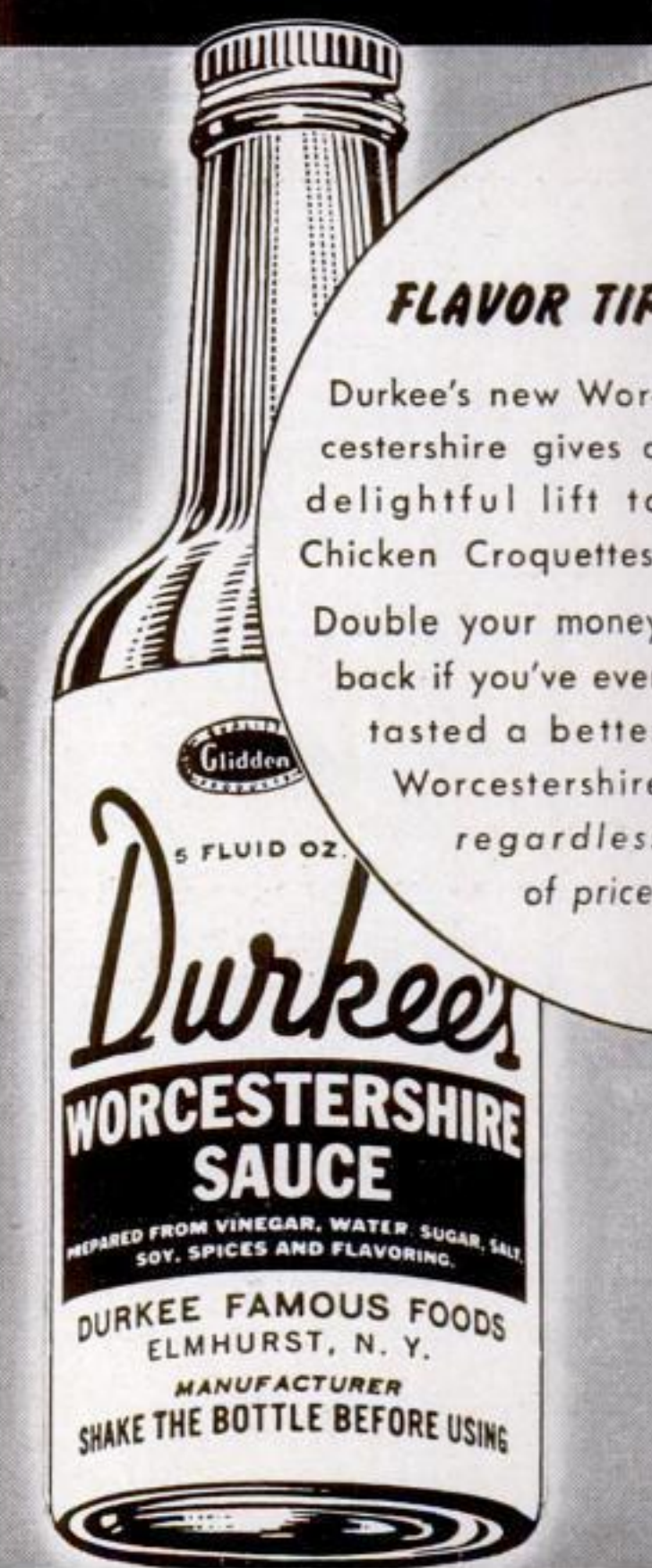
Cold Cuts

Let Durkee's dressing be the flavor-key with sandwiches made from cold cuts. And for texture and color contrast . . . arrange meat on platter with a garnish of ripe olives, carrot and celery sticks.

FREE—Virginia Coates' Salad and Sandwich Recipe Booklets. Write **DURKEE FAMOUS FOODS**, Dept. LD 9-9, Elmhurst, L.I., N.Y.



**PAMPER YOUR PALATE!
SOOTH YOUR PURSE!**



FLAVOR TIP

Durkee's new Worcestershire gives a delightful lift to Chicken Croquettes.

Double your money back if you've ever tasted a better Worcestershire regardless of price.

CONTINUED ON PAGE 23

"Our Proctor's a part of my parties!"

says **ALEXIS SMITH**

co-starring in "MONTANA"
a Warner Bros.' production.
Color by Technicolor.



Proud of her Proctor . . .

Yes, here is lovely Alexis Smith, charming hostess of Hollywood's smart movie colony, putting the finishing touches on the evening's tempting buffet.

Presiding gracefully over the inviting array of hors d'oeuvres and canapes and other viands is her lustrous, beautiful Proctor Toaster. Of all toasters, Proctor is the Hollywood favorite among the stars who take pride in its perfection. Thanks to the magic of its unique "Color Guard" control, it toasts exactly to taste, light, golden, dark . . . actually rewarms toast automatically without burning it.



Beautiful Toaster Makes Beautiful Toast

In your home this beautiful Proctor Custom toaster will delight your eye and your palate. Its richly simple design set off by a narrow band of chased ornament keeps shining with the swish of a cloth. The concealed sliding crumb tray pulls out like a drawer. And its silent "Color Guard" thermostat makes delicious toast by actually measuring the temperature of the bread, Proctor's unique guarantee of perfect toast timing.

*Choice of
Hollywood
stars!*

PROCTOR®



"COLOR GUARD" TOASTER NEVER-LIFT IRON CHAMPION IRON HI-LO IRONING TABLE ELECTRIC BLANKET

New Packs In



New Crop now at your Grocer's

Niblets WHOLE KERNEL **Corn**

Listen to the Fred Waring Show on NBC every Saturday morning for the Green Giant

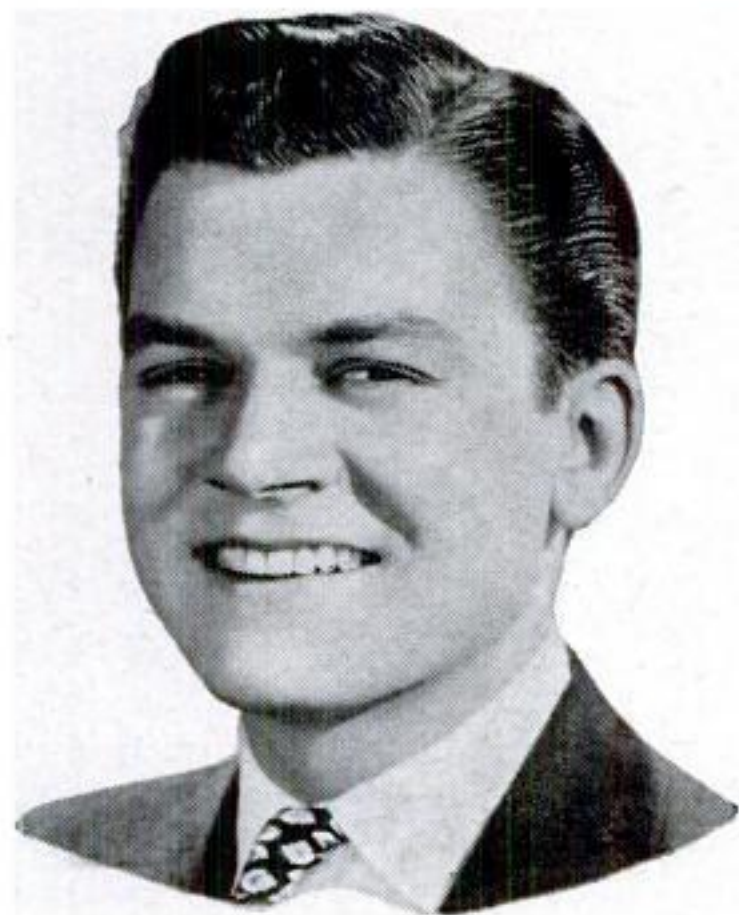
Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario. Also packers of Green Giant Brand peas.

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all day long!

'Vaseline' Cream Hair Tonic is the **ONLY** hair tonic which contains new, wonder-working **VIRATOL**. This special compound helps make your hair **LOOK** natural, **FEEL** natural... stay in place **HOURS LONGER**.

Just rub a little 'Vaseline' **CREAM** Hair Tonic on your hair each morning... then **COMB** it and **FORGET** it! 'Vaseline' Cream Hair Tonic is good for your **SCALP**, too. Contains Triple-A **LANOLIN**... checks loose **DANDRUFF**. Try a bottle today! Satisfaction guaranteed or your money back.



Tops in entertainment:

DR. CHRISTIAN, starring **JEAN HERSHOLT**, on CBS every Wednesday night.

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LIFE'S REPORTS CONTINUED

she is destined for a truly Christian life. In her interview with the physician Celia talks first about her sense of solitude.

... It isn't that I *want* to be alone, But that everyone's alone—or so it seems to me.

They make noises, and think they are talking to each other; They make faces, and think they understand each other.

And I'm sure they don't.
Is that a delusion?

Then Celia talks about her "sense of sin":

It's not the feeling of anything I've *done*,

Which I might get away from, or of anything in me

I could get rid of—but of emptiness, of failure

Towards someone, or something, outside of myself;

And I feel I must—atone.

The physician then offers her two choices. The first involves the usual marriage and the usual day-to-day existence of people who, he states,

Maintain themselves by the common routine,

Learn to avoid excessive expectation,

Become tolerant of themselves and others,

Giving and taking, in the usual actions,

What there is to give and take. They do not repine.

But the second choice "is unknown and so requires faith"—

The kind of faith that issues from despair.

The destination cannot be described;

You will know very little until you get there;

You will journey blind. But the way leads towards possession

Of what you have sought for in the wrong place.

Celia replies, "That sounds like what I want," and leaves that night for a nursing job in Africa, where she is crucified in a native uprising, while Edward and Lavinia comfortably work out their lives (picture below). Eliot makes no final judgment on whether they or Celia have taken the better way. He seems, however, to have little, if any, faith in run-of-the-mill humanity, which he regards benevolently but with small hope.



EDWARD AND HIS WIFE FIND PEACE

No other cleaner does this—

no, not one!

your hands never touch DIRT!

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SPRED SATIN'S LESS POROUS SURFACE RESISTS CLINGING DIRT

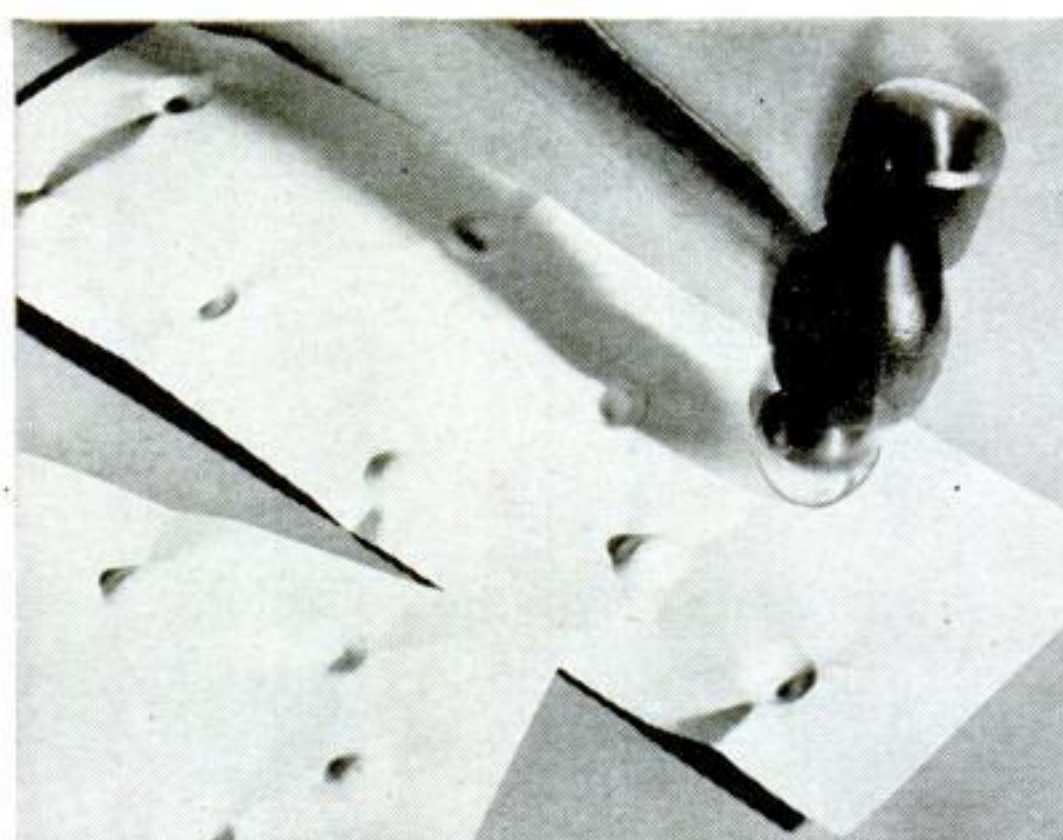
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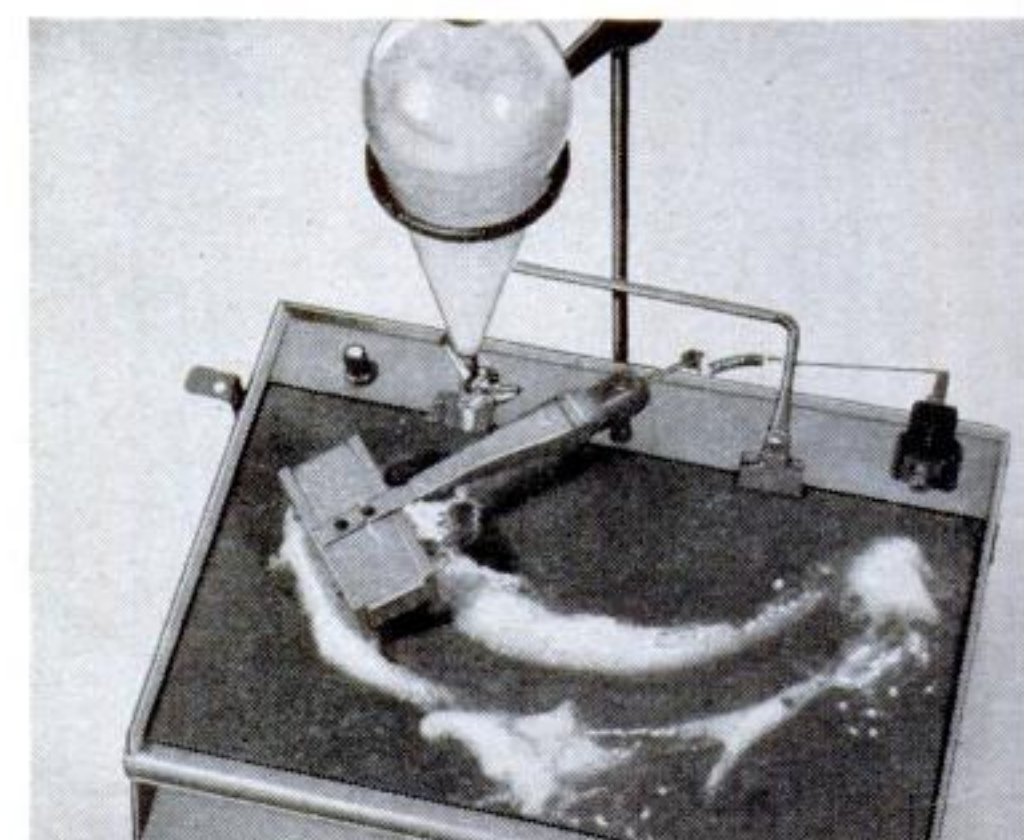
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SPRED SATIN WILL NOT CHIP OR CRACK—PERFECT FOR HOMES WITH ACTIVE CHILDREN!



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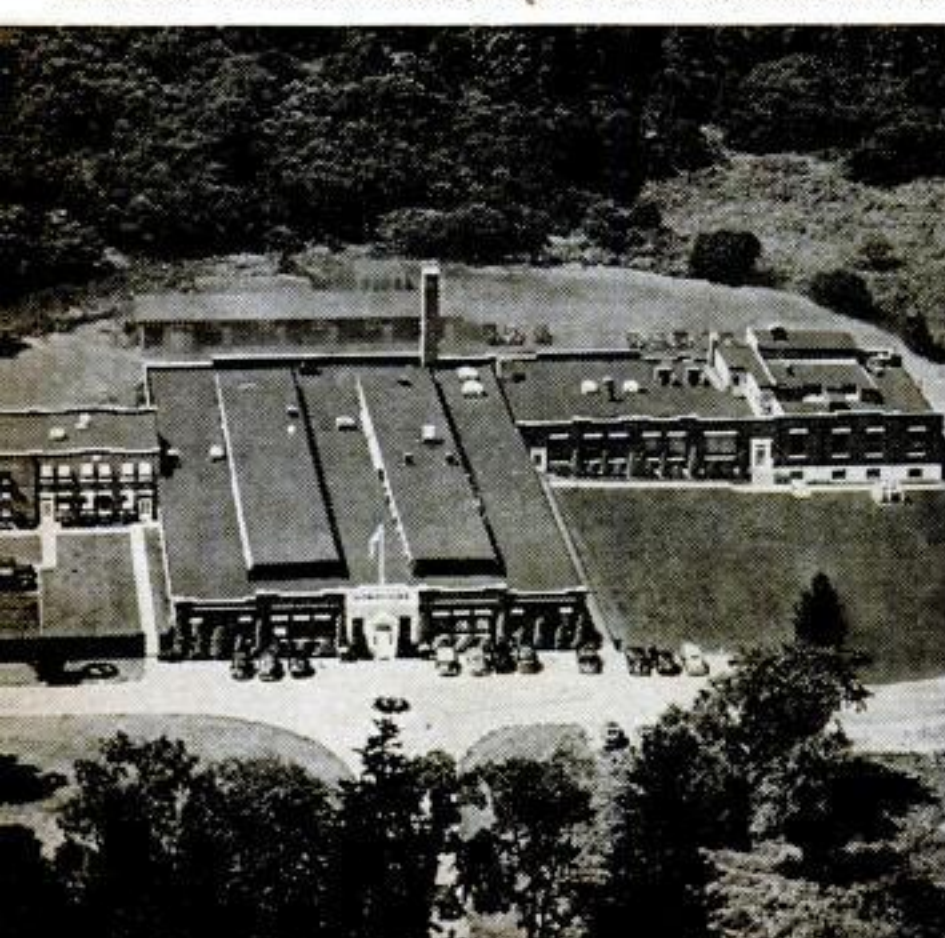


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CONTENTS

THE WEEK'S EVENTS

THE GREAT "NORONIC" DISASTER.....	31
U.S. ARMY STOPS RHINE "INVASION".....	36
HOMECOMING TOURISTS BREAK TRAVEL RECORD.....	38
LIFE OFFERS CONGRATULATIONS.....	42
EDITORIAL: WELFARE CAPITALISM.....	44
GUNS-AND BIBLES-ARE SMUGGLED TO INDONESIA.....	49
NATION'S RIVETERS PICK CHAMPION.....	57
CALIFORNIA "NATURE BOYS" MAKE BRIDE CRY.....	69

ARTICLE

RUSSIA THROUGH RUSSIAN EYES, by JOHN SCOTT.....	114
-------------------------------------------------	-----

PHOTOGRAPHIC ESSAY

LIFE WITHOUT GERMS.....	107
PHOTOGRAPHS FOR LIFE BY W. EUGENE SMITH.....	

ART

LAMAR DODD.....	62
-----------------	----

BOOKS

THE DEVIL IN MASSACHUSETTS.....	75
---------------------------------	----

MOVIES

CAGNEY KILLS AGAIN.....	83
-------------------------	----

FASHION

HOW TO MAKE TWO OUTFITS OUT OF ONE.....	89
-----------------------------------------	----

MODERN LIVING

GLASS HOUSE.....	94
------------------	----

SPORTS

PADDLEBOARD POLO.....	101
-----------------------	-----

MUSIC

LADYLIKE TORCH SINGER.....	132
----------------------------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS.....	6
SPEAKING OF PICTURES: LIFE PHOTOGRAPHER GETS MADE UP TO LOOK LIKE SEVEN OTHER PEOPLE.....	14
LIFE'S REPORTS: "THE COCKTAIL PARTY".....	16
LIFE VISITS THE DEER CREEK KENNELS.....	138

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LIFE'S COVER

Niki de Saint-Phalle, the blond young lady on this week's cover, combines American endurance with French chic, both helpful qualities for a popular New York postdeb who is also a model. Christened Agnes when she was born in Paris 19 years ago, she was brought to the U.S. at 6 by her father, a broker and airlines executive, made her debut last year at the Tuxedo Ball. To conserve closet space and her allowance, she likes double-purpose clothes like this white silk taffeta whose separate top for full-dress evenings costs \$19.95. For covered-up informal version, see story on pages 89 through 92.

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32, 33—GLOBE-TELEGRAM SYNDICATE; RT. GLOBE-TELEGRAM SYNDICATE—GLOBE-TELEGRAM SYNDICATE, THE TORONTO TELEGRAM—GILBERT A. MILNE
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38, 39—MORRIS GORDON, BARNEY COWHERD, WERNER WOLFF FROM B.S.—PIERO SAVORITI, E. GYGER COURTESY SWISS FEDERAL RAILROAD, SWEDISH TRAFFIC ASSOCIATION—WERNER WOLFF FROM B.S., MORRIS GORDON—JOHN PHILLIPS, DAVID E. SCHERMAN, JOHN PHILLIPS, YALE JOEL
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52—JACK BIRNS
57, 58, 60—GEORGE SILK

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64, 65—LT. FERNAND BOURGES—FERNAND BOURGES COURTESY JOSEPH LUYBER GALLERIES—FERNAND BOURGES COURTESY MONTCLAIR ART MUSEUM, RT. FERNAND BOURGES COURTESY THE PERMANENT COLLECTION OF THE DEPT. OF FINE ARTS, INTERNATIONAL BUSINESS MACHINES CORP.
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110, 111, 112, 113—W. EUGENE SMITH
114 THROUGH 130—DRAWINGS BY SERGEI GRIGORIEVICH KOROLKOV
132, 135, 136—LISA LARSEN
138 THROUGH 144—FRANK SCHERSCHHEL

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*Journal of American Dental Association—December, 1948.

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AS A PUFF OF FLAME BURSTS OUT ON THE DECK EARLY IN FIRE, A WOMAN SLIDES TO SAFETY DOWN A ROPE WHICH ONE OF THE SHIP'S OFFICERS HAS RIGGED

THE GREAT "NORONIC" DISASTER

At 2:30 on the morning of Sept. 17, as he drove through the silent streets toward the office of the *Toronto Telegram*, Photographer Nelson Quarrington glanced toward Lake Ontario and saw the flicker of fire over the water. He wheeled around and raced to the docks, hearing as he approached a long and horrible screaming that arose with the flames. The 6,905-ton, 36-year-old Great Lakes excursion steamer *Noronic*, which had 511 passengers and a crew of 170, was burning at her pier.

During the first few minutes, Quarrington and *Telegram* Reporter Allan Kent were alone at the scene. There were no police, no firemen, only the frenzied passengers and crewmen struggling to escape. Quarrington's first picture was the dramatic rescue shot above. Soon other photographers arrived and they began to document the disaster.

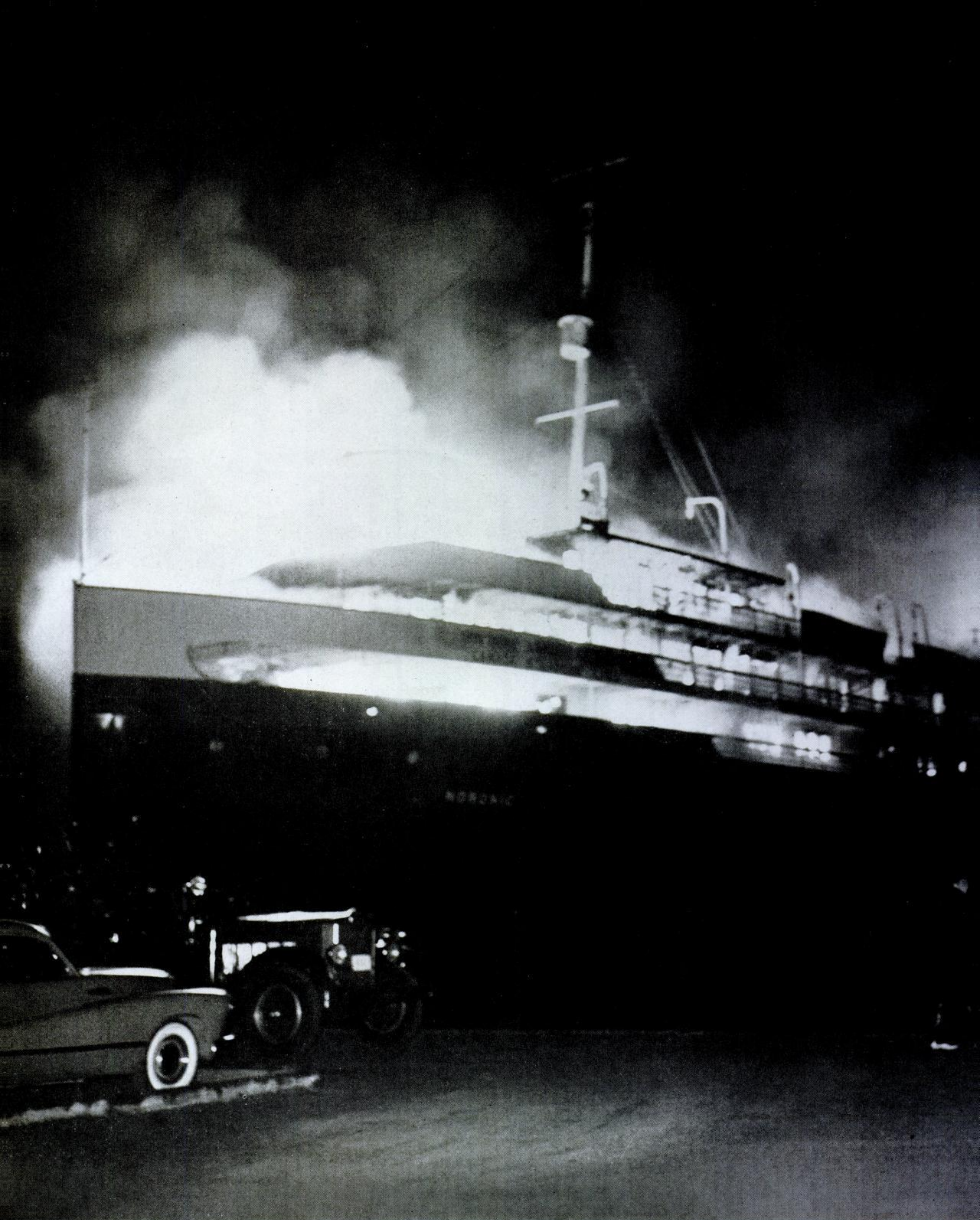
The fire started at 2:15 a.m. somewhere close to

the *Noronic's* bar, where many of the passengers—mostly Americans who had been picked up in Cleveland and Detroit for a weekend cruise—had been drinking shortly before. With devastating speed it spread through the old ship, trapping dozens who smelled smoke in one instant and died in the next. Those who had a little warning leaped overboard to the dock or into the water, or simply milled around, trampling on each other, their hair and nightclothes afire. Firemen were not called for about 20 minutes after the blaze was discovered, and when they arrived there was little they could do.

By dawn the fire had died down and the Canadian-owned *Noronic* had settled to rest on the lake bottom. Hospitals and morgues were filled with the dying and the dead, and hotels with the blank-faced survivors, few of whom were unhurt. They stood in pathetic groups, asking for news of relatives,

staring at the incongruous things they had saved—a toothbrush, a cigar, a deck of cards. The things they said, better than Quarrington's pictures or the thousands of descriptive words that reporters filed from Toronto, explained what their ordeal had been like: "It was so burned that I didn't know it was a body until I saw that it had an eye" and "That woman's hair was on fire and I tried to put it out, but her scalp came off in my hands."

By noon on Sept. 18 there were 117 bodies in the Toronto morgue, mostly unidentified, but rescue workers were afraid that 50 to 60 more would be found in the ship during the week. The death toll was comparable to that of the *Morro Castle*, which burned off New Jersey in 1934 with a loss of 134 lives. It was the worst inland ship disaster since 1915 (p. 34) when the lake excursion steamer *Eastland* capsized in the Chicago River killing 812.



FLAMES SWEEP SHIP a few minutes after first fire engine (*lower left*) arrives. Firemen leaned ladder against

the bow but it broke under the weight of several persons attempting to descend simultaneously. By the time ad-

ditional fire fighting equipment reached the scene (*top right*) many persons had been trapped. The ship's crew

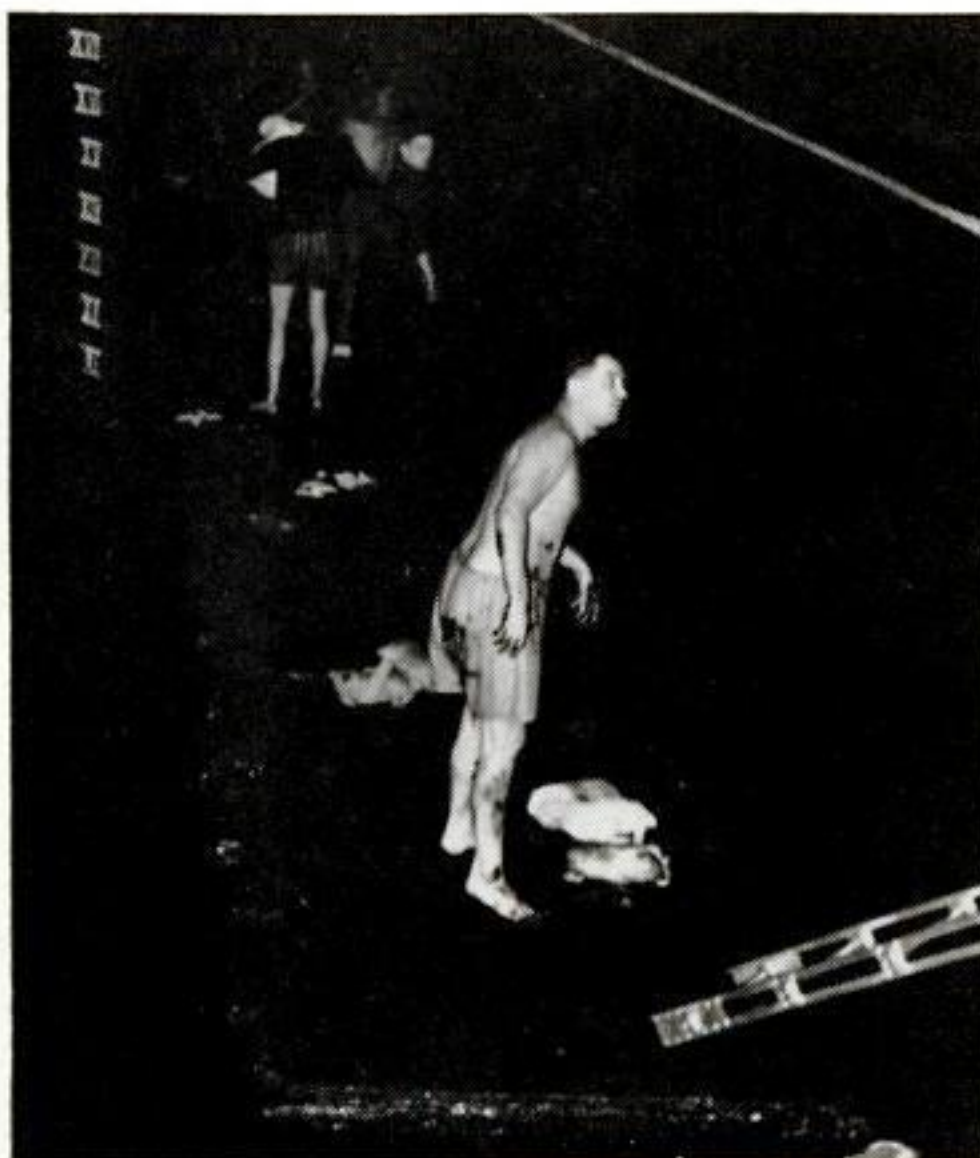


managed to lower one lifeboat, with a few passengers, to the dock. Other boats are visible scorching on top deck.



IMPERTURBABLE PASSENGER, with cigar in his mouth and carrying a small alligator bag, carefully makes

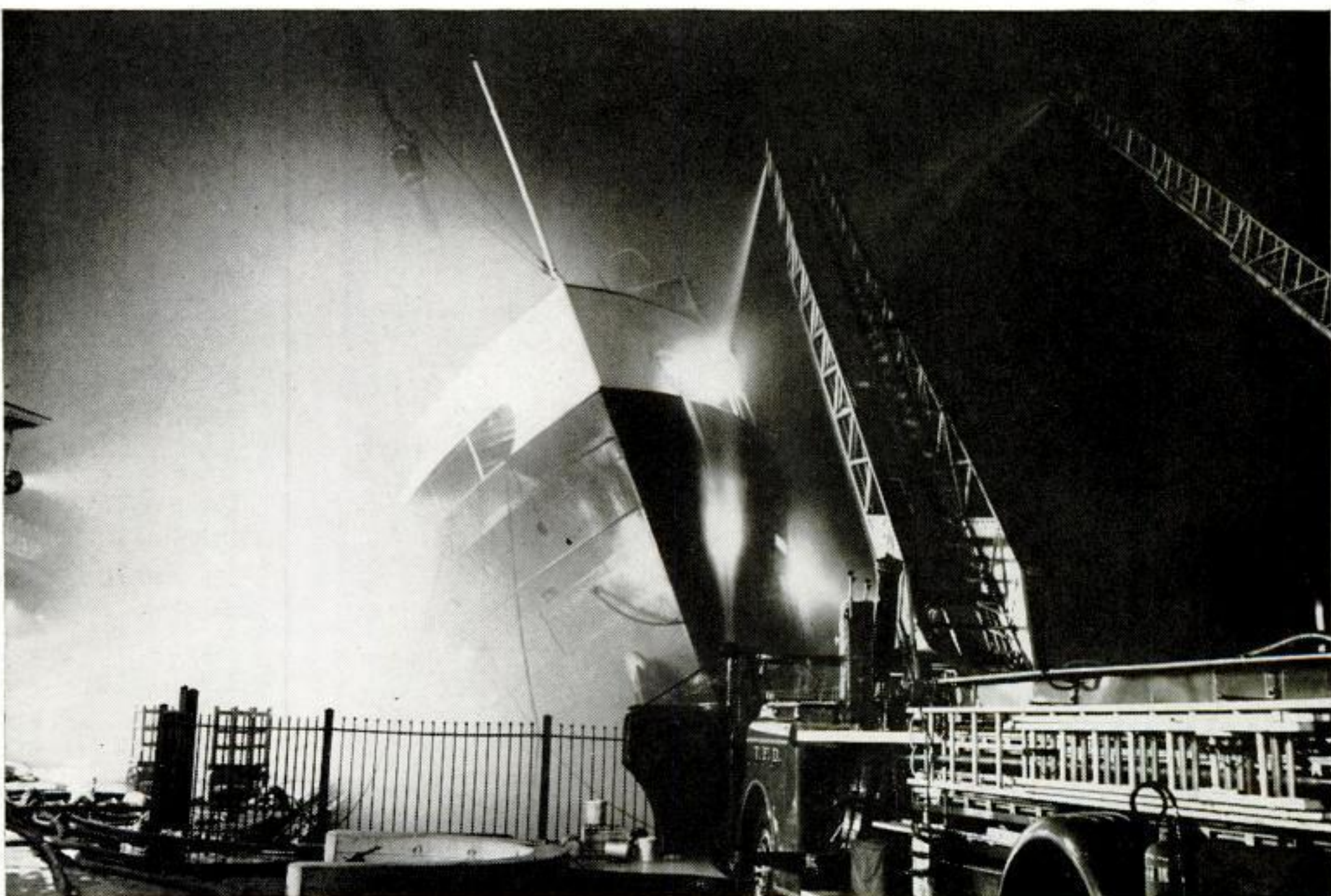
his way across the emergency ladder as Toronto firemen turn hoses on flames mushrooming over the ship's bow.



RESCUE WORKER, bruised and dirty, looks up wearily from a small raft to which ladder (right) was lowered.



RESCUED WOMAN, her purse over her shoulder and her hair neatly netted, is lowered to raft by the ship's lines.



A LISTING PYRE, the *Noronic* rolls to starboard as firemen continue fight. By this time, about three hours

after fire broke out, only dead and dying remained aboard. The ship eventually settled in mud and righted herself.

Ship Fire

CONTINUED



AS MORNING BREAKS AND FLAMES DIE OUT, FIREMEN COLLECT BODIES IN TARPAULINS. MANY SURVIVORS TOOK REFUGE IN THE ROYAL YORK HOTEL (LEFT CENTER)



FIRE STARTED in a cabin or a linen closet on the starboard side near the cocktail lounge of the *Noronic* (X, above). Here stern of ship (foreground) rests low in water.

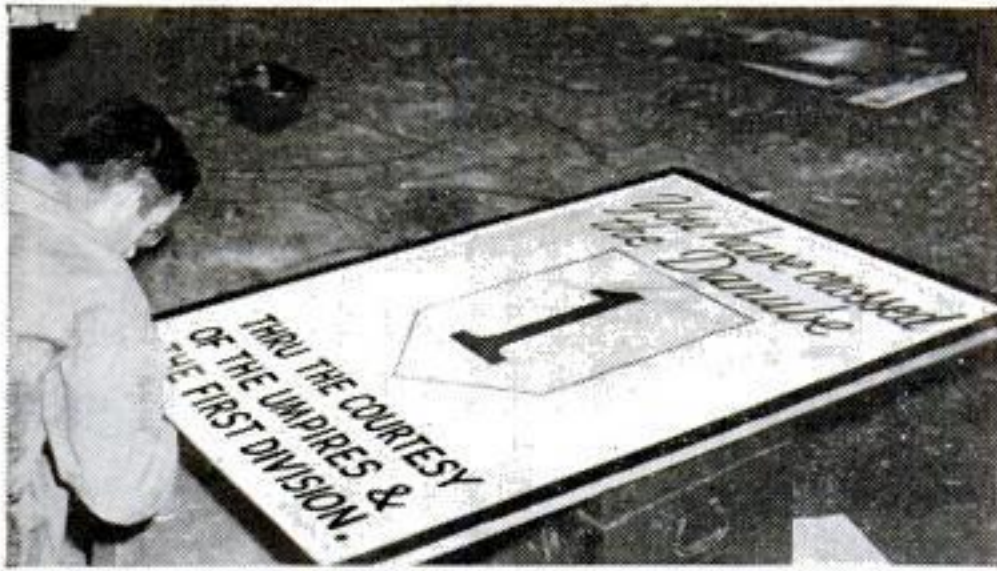
OTHER MAJOR INLAND MARINE DISASTERS

North America has suffered at least 14 other inland marine disasters taking 90 or more lives. The Canada Steamship line almost contributed a 15th two years ago when the *Noronic's* sister ship, the *Hamonic*, burned at her pier in Point Edward, Ont. but no one was killed and only a few seriously hurt. Predecessors to the *Noronic* tragedy:

- 1837, OCT. 29: *Monmouth* sank after collision on Mississippi. The dead: 234.
- 1838, APRIL 25: the *Moselle* blew up on the Ohio River. The dead: 100.
- 1841, AUG. 9: the *Erie* burned on Lake Erie. The dead: 175.
- 1847, NOV. 21: the *Phoenix* burned on Lake Michigan. The dead: 200.
- 1850, JUNE 17: the *Griffith* burned on Lake Erie. The dead: 300.
- 1852, AUG. 20: *Atlantic* sank after collision on Lake Erie. The dead: 250.
- 1857, JUNE 26: the *Montreal* burned in the St. Lawrence. The dead: 253.
- 1860, SEPT. 8: the *Lady Elgin* collided with the *Augusta* while crossing Lake Michigan, 25 miles out of Chicago. The dead: 350.
- 1865, APRIL 27: in the worst inland disaster in U.S. history the steamboat *Sultana* exploded on the Mississippi above Memphis. The dead: 1,400.
- 1868, APRIL 9: the *Sea Bird* burned on Lake Michigan. The dead: 100.
- 1881, MAY 24: *Victoria* capsized in Canada's Thames River. The dead: 200.
- 1890, JULY 13: *Sea Wing* overturned on Lake Pepin, Minn. The dead: 97.
- 1904, JUNE 15: *General Slocum* burned on East River (N.Y.). The dead: 1,021.
- 1913, NOV. 9: in a single day seven steamers were destroyed by storms on the St. Lawrence, Lake Superior and Lake Huron. The dead: 195.
- 1915, JULY 24: the *Eastland* overturned in the Chicago River. The dead: 812.



**DINING SALON OF THE STEAMER "NORONIC"
IS REDUCED TO CHARRED TABLE PEDESTALS**



COMBAT TROOPS MUST SHARE CREDIT WITH UMPIRES

U.S. ARMY STOPS RHINE "INVASION"

But war games show need for unity

There is an old saying in the Army that maneuvers make everybody look bad. Last week 110,000 U.S. troops, swarming over western Germany, did indeed produce a great deal of confusion even though the "invaders from the east," after crossing the Danube, finally were stopped at the Rhine. Tank columns which pulled up at brightly painted Coca-Cola trucks made perfect targets for low-flying jets. Other tanks stumbled into buildings trying to dodge enemy planes—and when umpires, a blond war correspondent and real (not powdered) eggs showed up, combat veterans could well say, "War was never like this."

However Army umpires, who substituted for bullets in deciding who was dead and who wasn't, almost started a real fight when they cracked down on an Air Force communiqué. The airmen claimed that low-flying planes had completely "annihilated" retreating enemy columns which had jammed up on the *autobahn*. When the claim was disallowed irate Air Force generals threatened to take their planes and go home, but the Army apologized handsomely and the whole rhubarb was quickly written off as only "an earnest discussion." Everyone was then able to get back to the war.

When peace finally returned and the two armies were unscrambled many essential lessons had been learned. Ground troops needed new respect for the power of low-flying planes, and the Air Force still had to learn not to bomb its own troops. Maintenance of vehicles, supply, communications and staff work had gone through a thorough testing. And most important, it was resoundingly proved that interservice bickering does not win wars—or even war games.

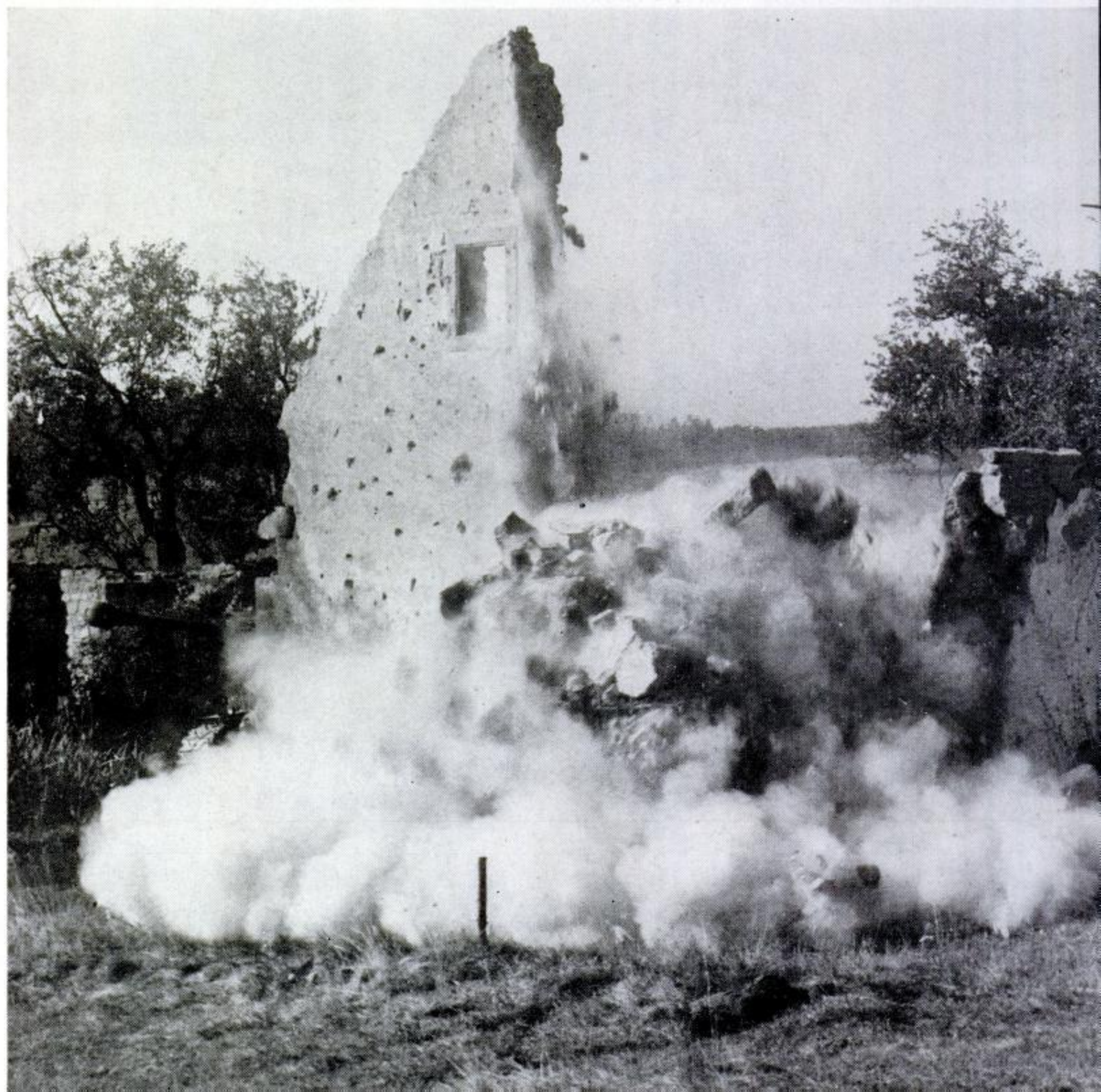


JEEP-LOADING into an Air Force C-54 transport is part of a successful 300-mile airlift of 2,400 infantrymen.



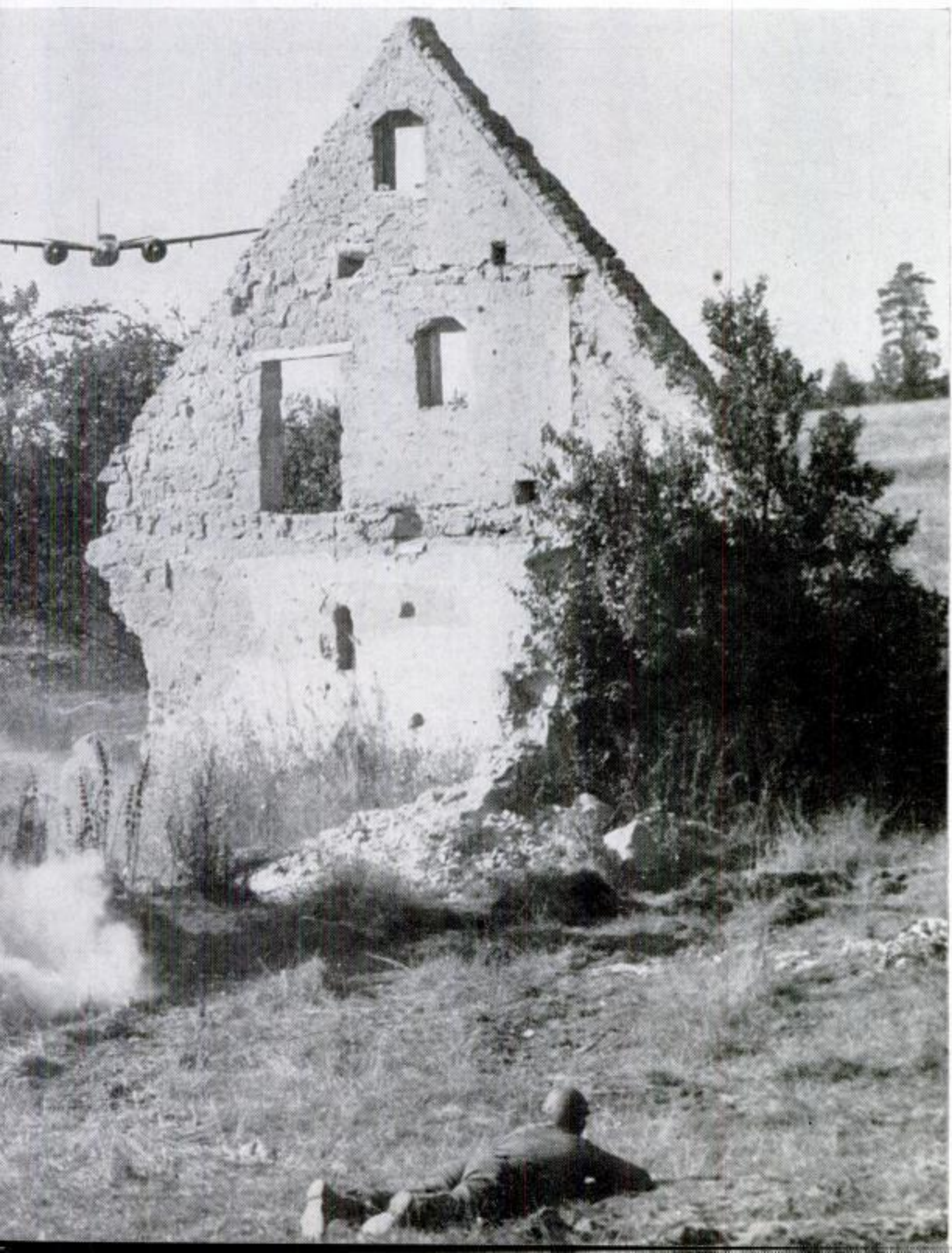
▲ "EL ARABY" (right), invasion commander, who is actually Major General I. D. White, is wearing three

sets of major's oak leaves and crossed cavalry sabers. Here he watches men and vehicles cross Danube as war begins.





WALL DISINTEGRATES as Army tank blindly stumbles away from low-flying Air Force bomber. Infantryman in the open at right is easy target for a strafing plane. ↓



THE WAR, UNFORTUNATELY, WAS NEVER LIKE THIS



LONG HAIR poses no problem to this attractive but unofficial "war correspondent" preparing to tuck her hair under a GI helmet. She actually works in public relations.



SOFT DRINK proves too great a temptation to thirsty soldiers who stop their tank on the *autobahn*. Bright sign on truck attracted the attention of "enemy" jet fighters.



WRY FACE on enemy intelligence officer (*left*) shows his disappointment when Navy umpire stops him from illegally forcing information out of U.S. prisoner of war (*seated*).

HOMECOMING TOURISTS BREAK TRAVEL RECORD

They arrive loaded with souvenirs and happy memories

A vast and enthusiastic procession of people left the shores of the U.S. in the first eight months of 1949. Now this host of travelers is streaming back home, passing thousands of later migrants on the way. To carry them, 50 steamships and scores of airplanes are shuttling across the Atlantic in all haste, and the other oceans are busy too. Last week the carriers brought 10,000 people into the New York area alone; by the end of autumn's second wave of this biggest tourist year, they may easily have ferried a record 375,000 European tourists, compared to the previous high of 360,000 in 1930.

And who are these world travelers? Globe-trotting is no longer the privilege of the well-to-do: the butchers and bakers and students and farmers now far outnumber and outspend the merchant chiefs. The new crop is younger than the dough-happy gadabouts of prewar years and Europeans found its members better behaved. To record their impressions, LIFE photographers and reporters met airplanes, boarded incoming ships and visited the travelers at home.

Two out of five of the 1949 bumper tourist crop went to visit their relatives in the old country. Two out of three went to France, which was as glad to see them as ever. More than 140,000 went to Britain, where they and their hosts both felt a little awkward about the shortages and austerity. Italy expected to see—and to charm—some 180,000 before the year was out. Behind them the tourists left millions of sorely needed dollars, which they exchanged for new possessions with little squawking about prices. They also left a deposit of goodwill—and brought back some slight understanding of the world they live in.



"THE RIVIERA WAS EXCITING"

Manhattan Model Peggy Biber, 24, saved \$1,200, went to France with a girl friend. They had \$100 when they got home. "We didn't have to worry about meals," Peggy explained. "The gentlemen over there took fine care of us. . . . The Riviera (left) was exciting. We could meet people we could never meet in America—a prince, an actor, a maharaja. . . . Everyone seemed to be somebody. At Cannes we went to a party on Freddie McEvoy's yacht. Errol Flynn was there. . . . I just couldn't get enough of the Riviera," sighed Peggy, "I just couldn't!"



"I LOVED SWEDEN'S FLOWERS"

After spending two happy months roaming Norway, Sweden and Denmark with her mother, Dolores Anderson, 21, of Rochester, N.Y. came home on the *Gripsholm* to start her senior year at Mt. Holyoke College. "I'm majoring in economics," Dolores says, "so I took sort of a professional interest in the Scandinavian cooperatives. And I like Copenhagen because everyone seems so free and easy there. But what especially delighted me was Sweden's love of flowers—all those stalls (left) and flower-festooned railway stations were grand!"



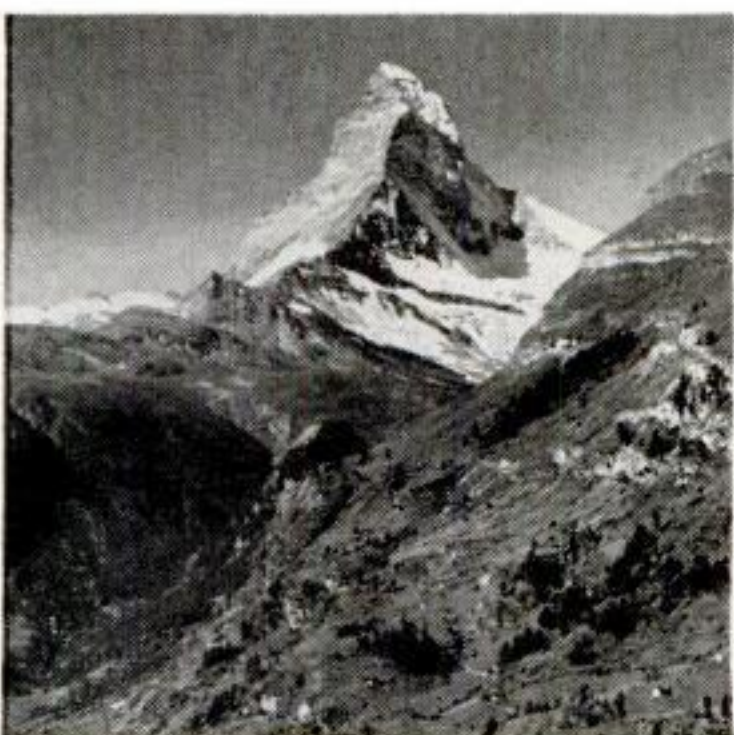
"I COULD SETTLE IN THE ALPS"

At 77, Texas Millionaire M. M. Garcia took his wife on their first trip to Europe. At its end, waiting to transfer from the *Mauretania* to two new, chauffeured Cadillacs for the drive home to Laredo, Texas, Garcia sighed fondly over the Swiss Alps (left). "Wonderful, wonderful. . . . If it weren't for business I could be content to settle down there." Britain's austerity depressed the Garcias, but European hotels thrilled them: "Why, every place we stayed in was like a castle, and no one suggested that we alone weren't the royalty in residence."



"BUT LATER I WAS SCARED"

Going up the Jungfrau and the Matterhorn (*left*), tyro Alpinist James Eiss, 18, a University of Chicago freshman, was unafraid. "But some of the thoughts I had later," he confesses, "scared me to death. I didn't find the cemetery in Zermatt very reassuring, either—a lot of famous climbers made some mistakes around there. One mistake seems to be enough." He got the climbing bug on a student tour last year and resolved to go back this summer to scale some peaks. Eiss got off the ship with boots, rope, crampons and rucksack on his back.



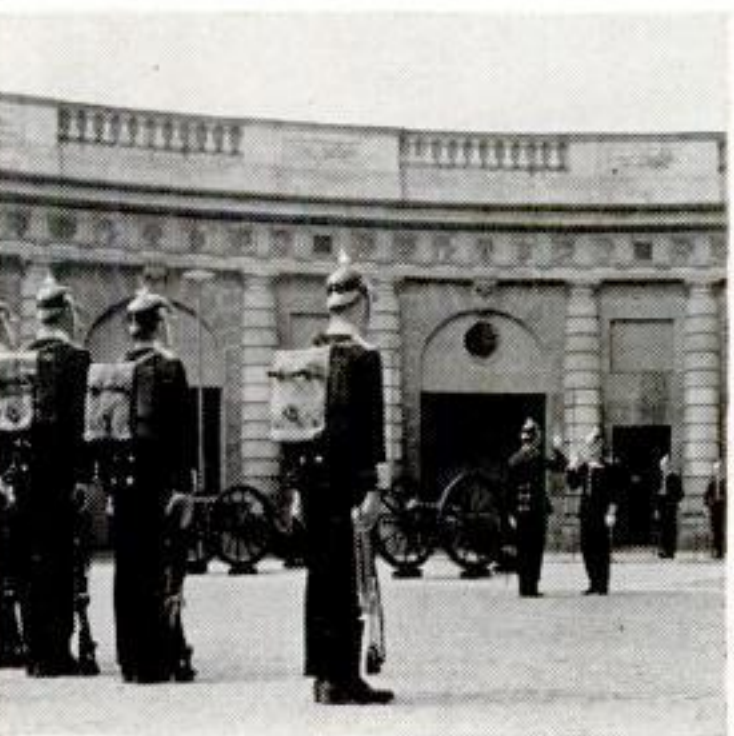
"THINGS AREN'T AS MODERN"

This is a big year for Jeanette and Annette Larson, 19, of Paullina, Iowa. First they won Iowa's Toni Twin contest (both twins had the Toni). Then their Swedish-born parents took the two on a trip to Stockholm. "A beautiful city (*left*) with canals running through it," says Annette. "But things aren't nearly as modern as here," says Jeanette. "You have to wash clothes on a washboard!" As a modern touch, when they got off the *Gripsholm* a New York *Daily News* cameraman helped Annette arrange her skirt (*above*) for his picture.



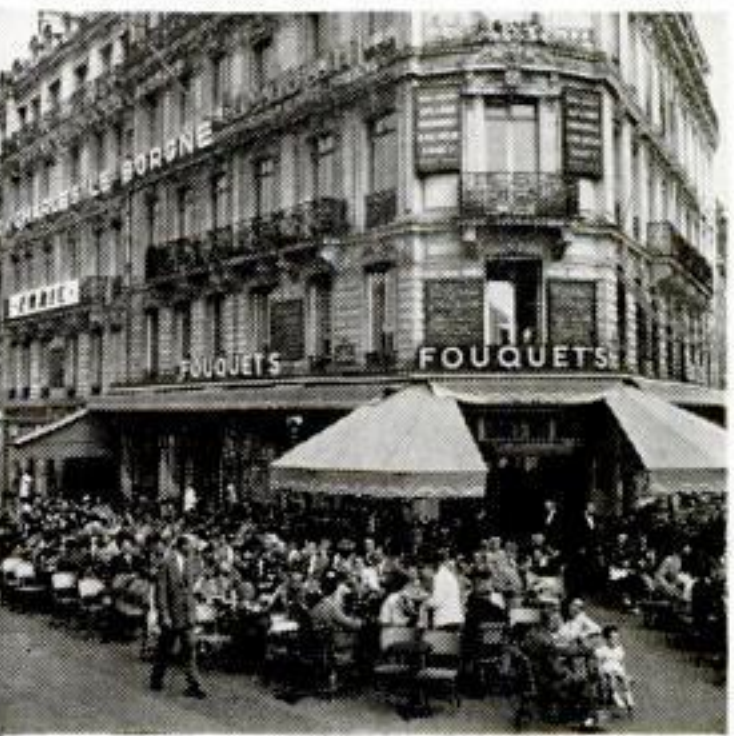
"THE GUARDS HAD REAL GUNS"

Far, far from the Bronx, the Lindell boys, Roy, 9 (*above, left*) and his 6-year-old twin brothers Bertil and Leonard, frolicked this summer on an uncle's picturesque farm near Hjalteby, Sweden, where Roy rode horseback and the local boys were forever envious of the visitors' fancy cowboy boots. One day their mother, Mrs. Anna Lindell, took the youngsters to Stockholm's Royal Palace to see the changing of the guard (*left*). Roy was greatly impressed: "The guards at the castle had real guns," he said, "and they pointed them *right at us*."



"GAY AND ATTRACTIVE AS EVER"

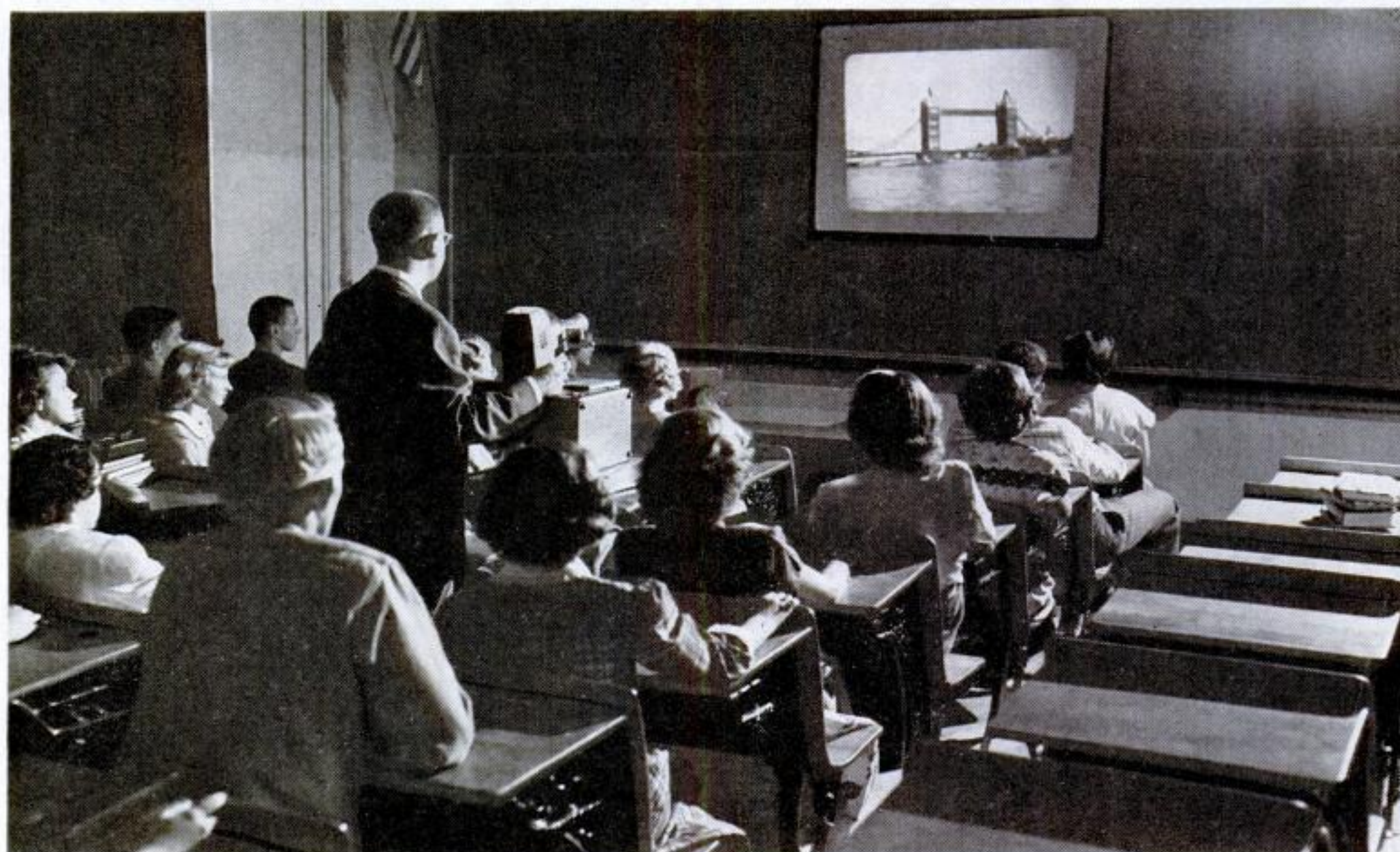
The C. B. Wrightsmans of Tulsa and Palm Beach see no reason to travel light. On their annual European trip they took along 22 pieces of matching luggage, got home with all 22 plus nine boxes of expensive porcelain. Like many veteran travelers, they liked Paris best, were happy to see that it was "as gay and attractive as ever" (*left*). On the Riviera, Oilman Wrightsman noted, "You'd see the British tourists peeking in the windows of the casinos, and there were the Italians playing like the grand dukes of Russia. The defeated and the conquerors!"





ENOUGH LOOT to fill seven hope chests was brought home from their European tours by these seven Atlanta

girls. They spent about \$400 each in shopping for acquisitions that ranged from silver services to a stout shillelagh.



ENOUGH SLIDES to keep his students enthralled for months to come were brought home by Omaha English

teacher Gunnar Horn. Here he flashes a view of London's Tower Bridge on a screen for a Benson High School class.



MANNEQUIN named Gioconda was picked up by Bill Lee, Princeton junior, for 400 francs in Paris Flea Market.

OUT GO THE DOLLARS, HOME COMES THE LOOT

Never before had so many tourists spent so much, or had so much to show for it when they got home. Beside the usual, irrepressible urge to load up on souvenirs, this year's transoceanic travelers had an added incentive to spend. The \$100 limit for duty-free goods had been raised to \$400, and the tourists were taking advantage of it: 16 times as many as before were declaring \$400 worth or more to the customs men. Before the year was out they would have spread around \$300 million overseas. This season tourism was running ahead of Scotch as Britain's biggest single source of Yankee dollars. In the tourists' bulging baggage was a wonderful array of loot, from laces and linens and luscious Paris hats to bicycles, barometers and bronzes. And thanks to cut-rate winter fares and a concerted campaign by the 16-nation European Travel Commission, the "season" would go booming along right into wintertime,



SHEEP DOG named Sebastian picked up Ballerina Rosella Hightower in Britain, finally came home with her.

NOT ALL OF THE TOURISTS WENT TO EUROPE;
INDIANAPOLIS SCHOOLMARM LUCILLE WAHL
INTERPRETS HAWAII TO SOME OF THE GIRLS



LIFE CONGRATULATES...



WILSON AROUND 1906 (arrow) was an accountant at the Sprague Works, one of the companies which were

merged into G.E. An extremely hard worker, Wilson went to night school and took correspondence courses.



43 YEARS LATER, in front of Edison Club at Schenectady, Wilson (arrow) gets in portrait of Half-Century

Club. G.E. photographer was assigned to record celebration, spent day in a 1900 outfit rented from a costumer.



CHARLES E. WILSON

On Sept. 19 in Schenectady, Charles E. Wilson celebrated 50 years in the employ of General Electric by joining the Half-Century Club. Since 1899 he and the company had gone an enormous way—Wilson from 12-year-old, \$3-a-week office boy to president, and G.E. from relative obscurity to worldwide dominance in its field.

For the party he put on an old duster (above) and a tireless smile. He wrung hands all around, exploded some boyish oaths ("Gosh darn it!") and drove a 1913 Ford with great glee. He had his picture taken with the members of the Half-Century Club, then joined them in comparing accomplishments. It turned out that, while he is president of a billion-dollar corporation, he cannot match the feat of one oldtimer who first rode a 52-inch bicycle from Greencastle to Belfast, Ireland.

Changing times are making half-century clubs increasingly rare in U.S. industry—men now begin to work later and quit earlier. Changing times are also making it increasingly rare for a hard-working office boy to wind up like Charles E. Wilson.



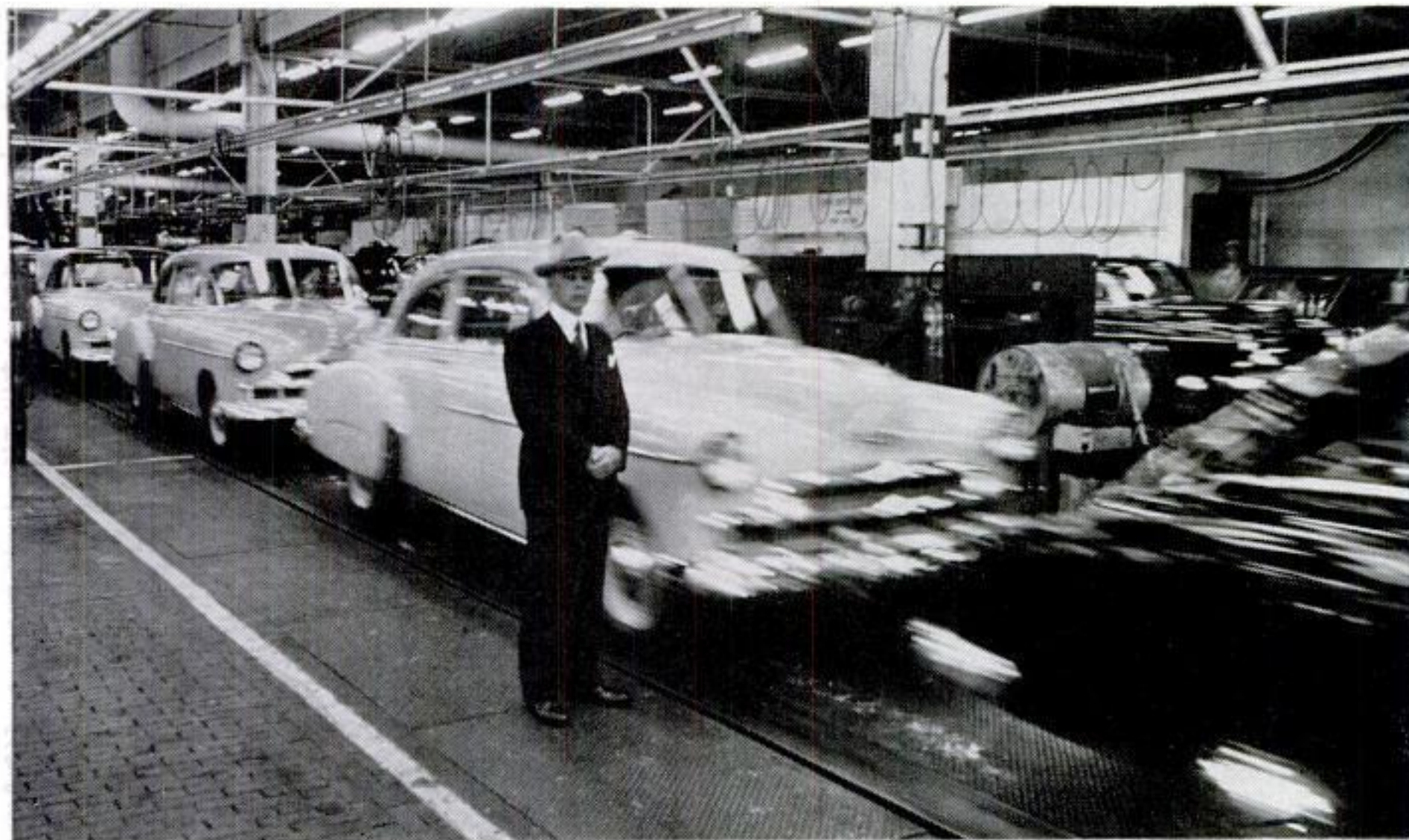
FRANCIS P. MATTHEWS

The Secretary of the Navy, irked by interservice bickering, which has grown worse since "unification," cracked his admirals' knuckles. When they moved to appoint Captain J. G. Crommelin Jr. to an admiral's job—Crommelin has recently cried that the Navy was being "nibbled to death"—Matthews forestalled the appointment, sent him off to a relatively obscure post.



SHERMAN MINTON

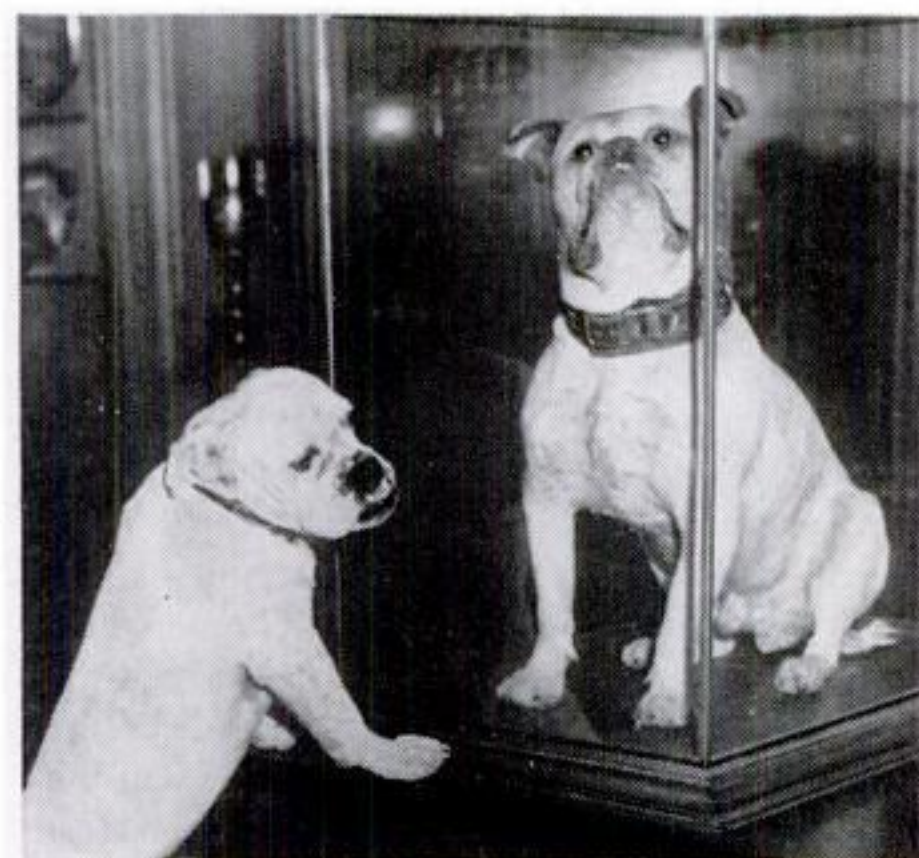
President Truman on Sept. 15 named him to fill the vacancy on the Supreme Court caused by the death of Wiley Rutledge. Fifty-eight-year-old "Shay" Minton, shown with his wife, is a crony of Truman's, an ex-senator and now a federal circuit judge. An ardent New Dealer, he was an assistant to President Roosevelt and vigorously supported his effort to "pack" the Court.



HUGH DEAN

In Chevrolet's Flint, Mich. plant, Production Manager Dean set a new monthly record. Off fast-moving assembly lines came 126,070 new cars, nearly 10,000 more than in the previous

top month of June 1949. While "Mighty Mite" Dean (height: 5 feet 2 inches) established Chevrolet's record, the industry also beat its monthly mark, producing an estimated total of 659,000.



HANDSOME DAN VII

He was installed as new mascot of Yale's football team and was taken to the Payne Whitney Gymnasium to get inspiration from the stuffed remains of Handsome Dan I, mascot of the 1896 team. Dan VI died last year of a heart attack after Yale's defeat by Harvard and Princeton.



FRANCIS VAN WIE

Mr. Van Wie (right), a San Francisco motorman known as "The Ding Dong Daddy of D Line"—it was revealed in 1945 that he had bigamously married 12 or 13 women—got married again by Judge Herbert Kaufman (center) after a term in jail. The bride was Mrs. Mary Aba.



PRINCE HENRY OF LICHTENSTEIN

On Sept. 12 in Lignières, France he married Princess Elisabeth Charlotte de Bourbon Parme, a Habsburg and daughter of Charles I, last emperor of Austria, and got much of the landless royalty of Europe to show up for the ceremony. There were six archdukes, 14 princes, four counts, and 20 princesses, two of whom held bride's train.



WINTHROP GARDINER JR.

In New York he married Actress-Ice Skater Sonja Henie, who was mobbed by a swarm of starry-eyed children who crawled under the canopy as she entered the Park Avenue Methodist Church escorted by her brother Leif. It was Miss Henie's second marriage (she was divorced in 1946 from millionaire Dan Topping), Mr. Gardiner's fourth.

IT IS WITHIN REACH, AND THE STEEL REPORT POINTS THE WAY

WEEP FOR CYRUS CHING

Mr. Cyrus S. Ching, the distinguished head of the Federal Mediation and Conciliation Service, had just failed to settle a prolonged dock strike in Hawaii and was facing up to the steel dispute discussed at the right when he earned our sympathy with a brilliantly inconsequential remark. "With no reflection on the people I have been talking with," said Mr. Ching, "I am just a little tired of the human race."

THE CRIME OF PEEKSKILL

It is always worthwhile to keep an eye on the tactics that U.S. Communists find most effective at any given time. Right now they are making hay with what might be called "the Peekskill formula." Their object is to arouse racial tensions, bring them to the point of explosion, then turn the consequences to the glory and uses of the Communist party. As demonstrated on Sept. 4 at Peekskill, N.Y., the elements of the formula are easily recognizable and will probably be seen elsewhere in the U.S. First, find a community where Jews or Negroes have settled in considerable numbers. Then do everything possible to stimulate the resentments which are always latent when a community's racial pattern is changing. Finally, at a carefully chosen moment, fire hatred and touch off riot with some spectacular provocation. The results are made to order for the Communists. The ugly violence of the rioting inevitably obscures the original act of instigation. Officialdom and the press, denouncing the folly and brutality of those who have been goaded to riot, unavoidably fall in with the Communist design. The party's purpose, of course, is to make villains of anti-Communists and martyrs of the victims who have been deliberately exposed to violence. It is a devilish method, and it can do a good deal of harm unless non-Communists keep their heads.

The fundamental remedy is the practice of democracy: only when its tenets of racial tolerance are forgotten do the Communists have a chance. When the Communists find an opening, wise men will refuse to be provoked. Just ignore Paul Robeson, the Negro singer who baited the Communist trap at Peekskill, when he appears again in the party service. Let war veterans in particular understand that they are doing exactly what the Communists want them to do when they take notice of party provocateurs. Above all, never lose sight of the original crime and the responsible criminals in these affairs. The crime is the calculated, purposeful incitement of racial conflict. For it, if for nothing else, U.S. Communists deserve the unrelenting scorn of all good citizens.

The report of the President's Steel Industry Board is a great event. It is a great event because it shows U.S. enterprise the way toward a true Welfare Capitalism which can anticipate and fend off the authoritarian solutions of the Welfare State. In rejecting a fourth-round wage increase and placing the emphasis on individual security through insurance and pensions, the fact-finding board significantly altered the patterns of union-management bargaining and has opened a promising new chapter in industrial relations. Therefore it is regrettable that the first result of the report should be a threat of a huge strike throughout the steel industry. Philip Murray of the steel union does his cause a disservice when he tries to make the report the basis for a squeeze play, and Mr. Fairless of Big Steel is within his rights when he insists that bargaining and coercion are two different matters. The opportunity presented by the report is so large, the actual issues are so capable of settlement, that the Messrs. Murray and Fairless owe themselves and the country a reasonable attempt to reach reasonable agreement without a strike.

Heretofore the bargaining—and fighting—between workers and management in the major industries has been mainly over such things as wages and hours. With the emphasis put on insurance and pensions, the problem of where a man stands in long-time relation to his employer and to his industrial society has been brought to the fore. The results are bound to have a powerful catalytic effect on the reshaping of U.S. industry—and of U.S. society as a whole. The trend is already apparent: since the early '30s, when there were only a few hundred, more than 12,000 pension or profit-sharing plans have been submitted to the U.S. Treasury. These plans cover upward of four million workers. Such pioneering adventures in Welfare Capitalism are in the American tradition, and they reflect the chief hope of escaping the illusory promises of the Welfare State. But it was not until this past summer that there was much reason to hope that a big basic industry like steel could see its way toward incorporating some really significant Welfare Capitalist features.

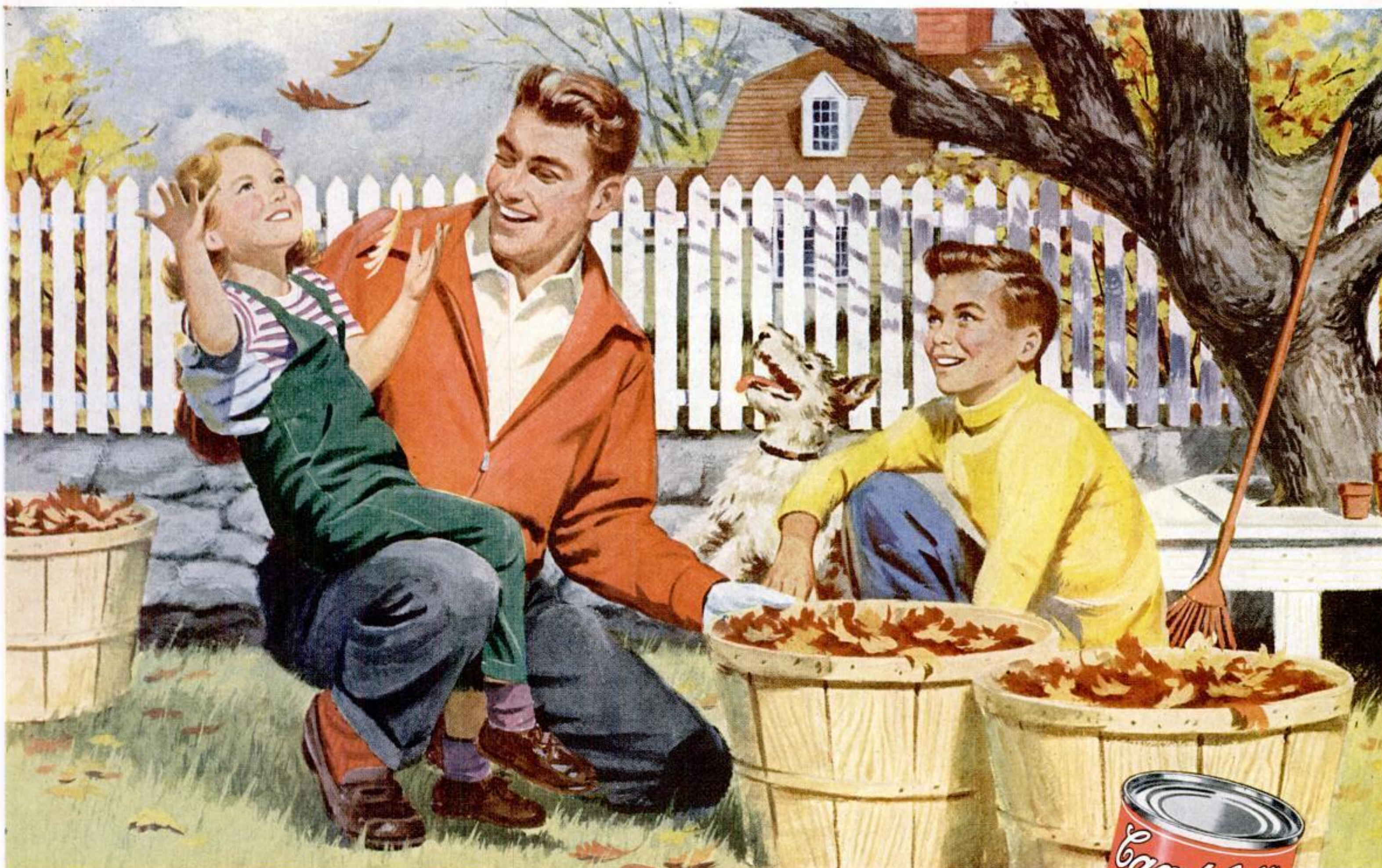
Let it be said as strongly as possible that the widespread introduction of security programs in industry will require tremendous changes, tremendous adjustments to new costs and new problems. It cannot be done with a union bulldozer, and any attempt to bulldoze at the start may wreck the whole prospect. What is practicable for U.S. Steel, for example, may not be practicable at all for smaller producers like Allegheny Ludlum or Inland Steel, and Mr. Murray must know as much. The whole process must be bargained out company by company. And the issue of worker contribution vs. total financing by the employer must be seriously considered. From every standpoint—bearable costs, the self-reliance of the individual worker, the values of direct participation in enterprise

—the presumption should be in favor of some contribution by the worker.

Management may feel that insurance and pension schemes are ransom devices to buy off the Welfare State. Nobody likes to pay ransom, for once you have paid it you may be called upon to pay over and over again. However the case for Welfare Capitalism has nothing to do with ransom—it has its own positive justification. Without conceding that the 20th Century individual is either helpless or irresponsible, we recognize with the President's board that the business of exercising prudence in 1949 is a complicated matter. Lacking a base on productive land, lacking the tools and often the opportunity needed to engage in small business, the 20th Century worker needs the help of his group, his employer, his society in establishing security for himself. Management has people who are used to dealing with the statistical aggregates involved in the modern practice of prudence, and the industrial worker is entitled to their help in calculation. True, he might get the same type of help from a private insurance agent, but the very demand for other means of security is sufficient evidence that a larger approach is needed.

Perhaps Mr. Fairless should take it as a compliment that the burden of prudence is put up to his administrative force. That amounts to a vote of confidence in steel management. What remains to be seen is whether unions will in fact leave the administration of prudence to management, and whether its assumption by management will result in a notable increase of worker efficiency. Human nature is admittedly perverse, but we think it's a pretty good gamble. If a person's old-age pension is tied up with the prosperity of the Widget Manufacturing Company, it is fairly safe to assume that he will work a little harder for his company's success. The positive case for Welfare Capitalism is that it could add up to a more efficient, more successful productive system all around. It challenges the worker to make himself part of a richer, more meaningful adventure than anything that might come to him through any political channel.

With one aspect of the board's report we take sharp exception: its statement that the worker is a "machine" to be depreciated like any other. Men are manifestly not machines, and the value of worker security to management is in what it does to stimulate day-to-day production during the worker's effective life. Who can calculate the net gain in efficiency that might accrue from a widespread Welfare Capitalism? All that can now be said with any assurance is that the steel industry, in common with other basic industry, has a major opportunity for exploration ahead of it. We hope the steel companies will put their best brains to work on both the actuarial and the efficiency realities involved in pension and insurance programs. We hope also that Philip Murray's steel union will realize that patience is needed while a start is being made toward a great objective.

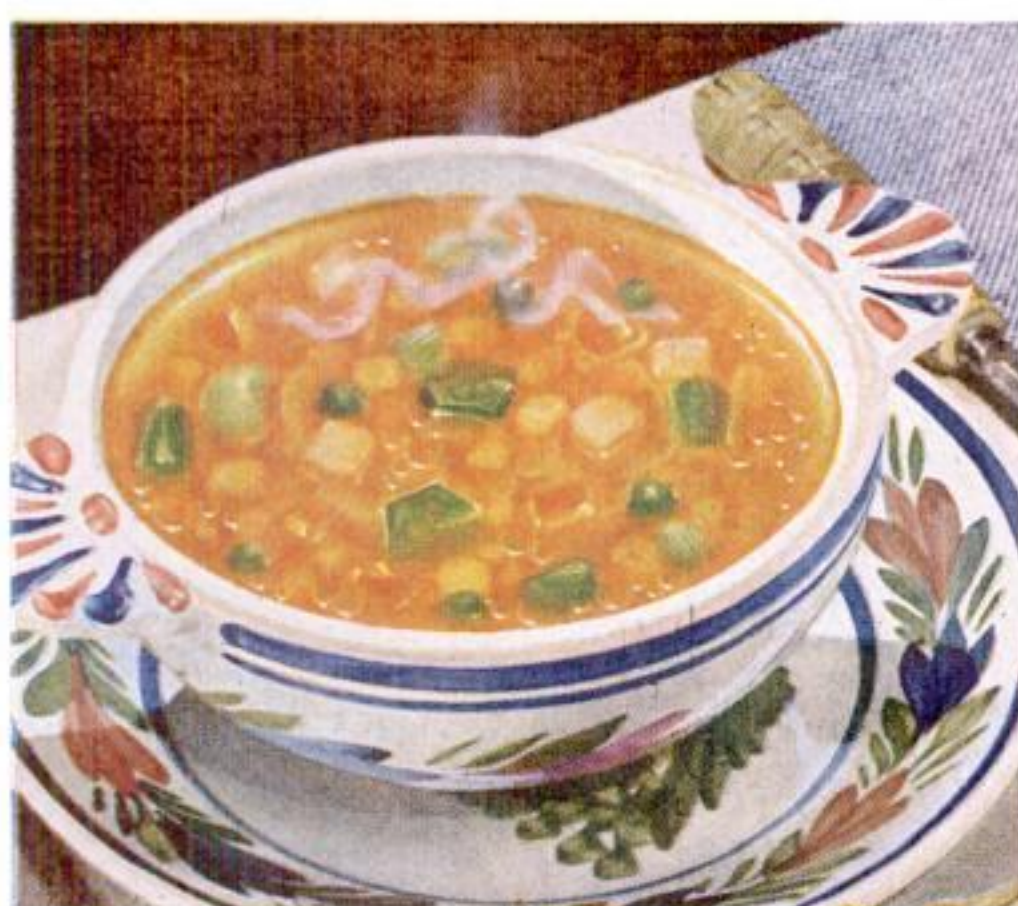


BRISK DAYS... OUTDOOR APPETITES...

TIME FOR GOOD HOT SOUP



LOOK FOR THE RED-AND-WHITE LABEL



Try this appetizing luncheon:

Vegetable Soup and Crackers
Cheeseburgers Potato Chips Spiced Beefs
Stewed Plums with Vanilla Wafers
Coffee, Milk or Tea

"Almost a meal in itself!" ... That's what the family will say when you serve big, steaming bowls of this homey soup! 15 garden vegetables mingled in good beef stock. ... *It's delicious!*

Campbell's VEGETABLE SOUP



Here's a hearty supper:

Bean with Bacon Soup and Crackers
Corned Beef and Cole Slaw Sandwich
Raspberry Gelatin
Coffee, Milk or Tea

Just try this thick, old-fashioned bean soup! The plump, tender beans are made extra-good with the keen taste of bacon. Here's hearty fare, and grand good eating! *Your family will love it!*

Campbell's BEAN with BACON SOUP



For the children, a tempting meal:

Green Pea Soup and Crackers
Chicken Salad Baked Potato
White Cake with Ice Cream
Milk

Here's a smooth and nourishing purée of tender green peas, enriched with the finest creamery butter. It's a soup high in food energy and flavor. Grown-ups go for it. Youngsters ask for seconds!

Campbell's GREEN PEA SOUP



Hour after hour, day and night—cars of all makes rip by on the speed loop as part of a 25,000-mile comparison grind, building up a backlog of facts on engine agility, over-all car durability and performance. Later, every inch of each car is analyzed in a part-by-part teardown.



How does it climb? On hills with different grades, cars reveal all about nimbleness, power and climbing ability. These grades also provide data on downhill stopping.



Rough riding built to order. The end products of engineering and production plans are taken for a ride on one of the rockiest roads this side of the Atlantic. Toughness and comfort show up quickly in a test especially designed to compress the wear and tear of years into days.

Desert run—out at the Phoenix, Arizona, branch of GM's Proving Ground. Here cars and fuels are tested under toughest conditions with heat as enemy No. 1.



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2—Belgian Block Road.
3—Speed Loop.
4—North-South Straightaway.
5—East-West Straightaway.

6—7.2% Engineering Test Hill.
7—11.6% Engineering Test Hill.
8—Riding Quality Test Road.
9—Bathtub Test.
10—Mud Road.

11—27% Engineering Test Hill.
12—Weather Observatory.
13—350,000 Sq. Ft. of Engineering Shops—for part-by-part analysis of wear, performance.

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But here at General Motors, we do not stop with this. We feel that everything we do needs to be *proved*—on all kinds of roads under all conditions.

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So GM provides the key to motoring satisfaction, born of products proved from the ground up. Talk it over with any dealer who handles GM cars.

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Worth reaching for

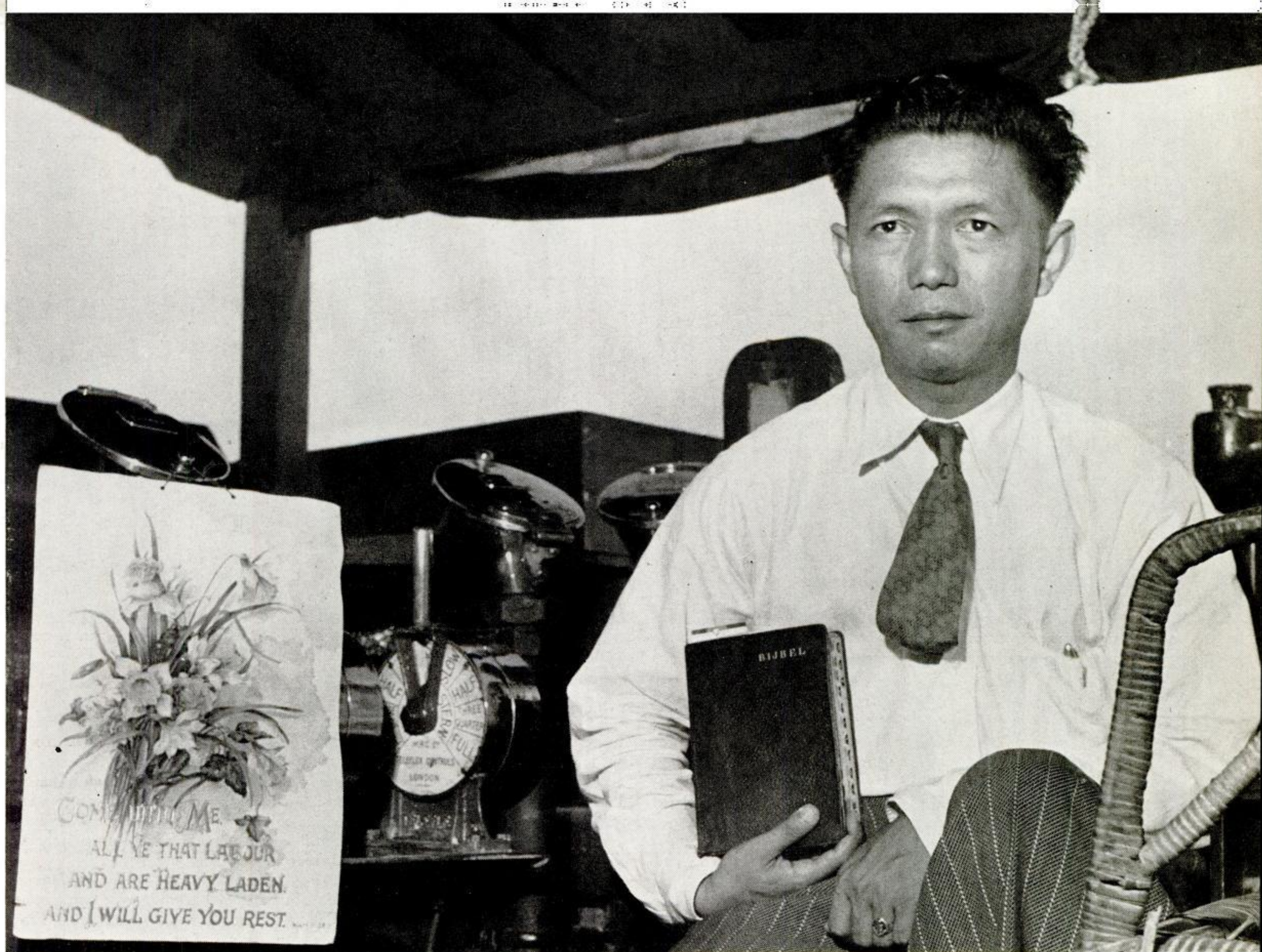
If you're one of the many, many people who'd rather drink Four Roses, you'll find it well worth reaching for. It gives you so much more in quality for so little more in price.



FINE BLENDED WHISKEY
90.5 PROOF. 60% GRAIN NEUTRAL SPIRITS
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Wouldn't you rather drink **FOUR ROSES?**



BIBLE IN HAND, CAPTAIN JOHN LIE STANDS ON BRIDGE OF HIS CONVERTED PATROL SHIP JUST BEFORE A SMUGGLING TRIP THROUGH DUTCH-BLOCKADED WATERS

GUNS—BIBLES—ARE SMUGGLED TO INDONESIA

by ROY ROWAN

The sun had dropped below the green fringe of palms at the water's edge, but streaks of red and purple light still blazed in the sky. At anchor in the drowsy and deserted harbor of Phuket, a tiny, pear-shaped island hugging the southwest coast of Thailand, lay a trim, black motorship. When the sky darkened she swung in a wide arc and slipped out past two rock islands sheltering the mouth of the harbor. She ran without lights. A red and white Indonesian Republican flag fluttered from her stern. And as she sped southward across the Malacca Strait, an Indonesian-born Chinese Christian stood at her helm.

His name is John Lie (pronounced Lee). He keeps two Bibles on the bridge: one English and one Dutch. The walls of his cramped cabin are covered with religious exhortations. Captain Lie sees nothing paradoxical in his vow to "run this ship for God, my country and the good of humanity." But for two years now Lie has run guns from Malaya and Thailand to the Moslem province of Atjeh, which juts into the Indian Ocean at the northern end of Sumatra.

Believing as devoutly in Indonesian independence as he does in his own role as a self-appointed Christian missionary, Captain Lie is a key figure in a vast

arms-smuggling organization stretching from the Philippines to India. The ring has headquarters in Manila, Singapore, Penang, Bangkok, Rangoon and New Delhi, and its members include idealists like Lie and freebooters attracted by easy money—Americans, Europeans and Orientals; airplane pilots, ship captains, opium traders, arms-buyers and even a former ballet director. At

one high point of their operations (late in 1947) a \$3 million (U.S.) monthly flow of military equipment—ranging from machine guns to transport planes—was slipping through the Dutch blockade. Since then a number of the ring have been killed, others are in jail.

Since Aug. 15 there has been a "cease fire" agreement while Indonesian officials and Dutch discuss independence in a conference at The Hague. Prime Minister Hatta has bluntly stated, however, that "the cease fire agreement does not concern either the import or the export of arms by the Republic."

His stand recalled the basic argument, which began shortly after the war ended in the Pacific, over whether the Dutch were imposing a "trade restriction" or a "blockade" against Indonesia. Believing the Dutch were trying to strangle Indonesian independence, Lie began his



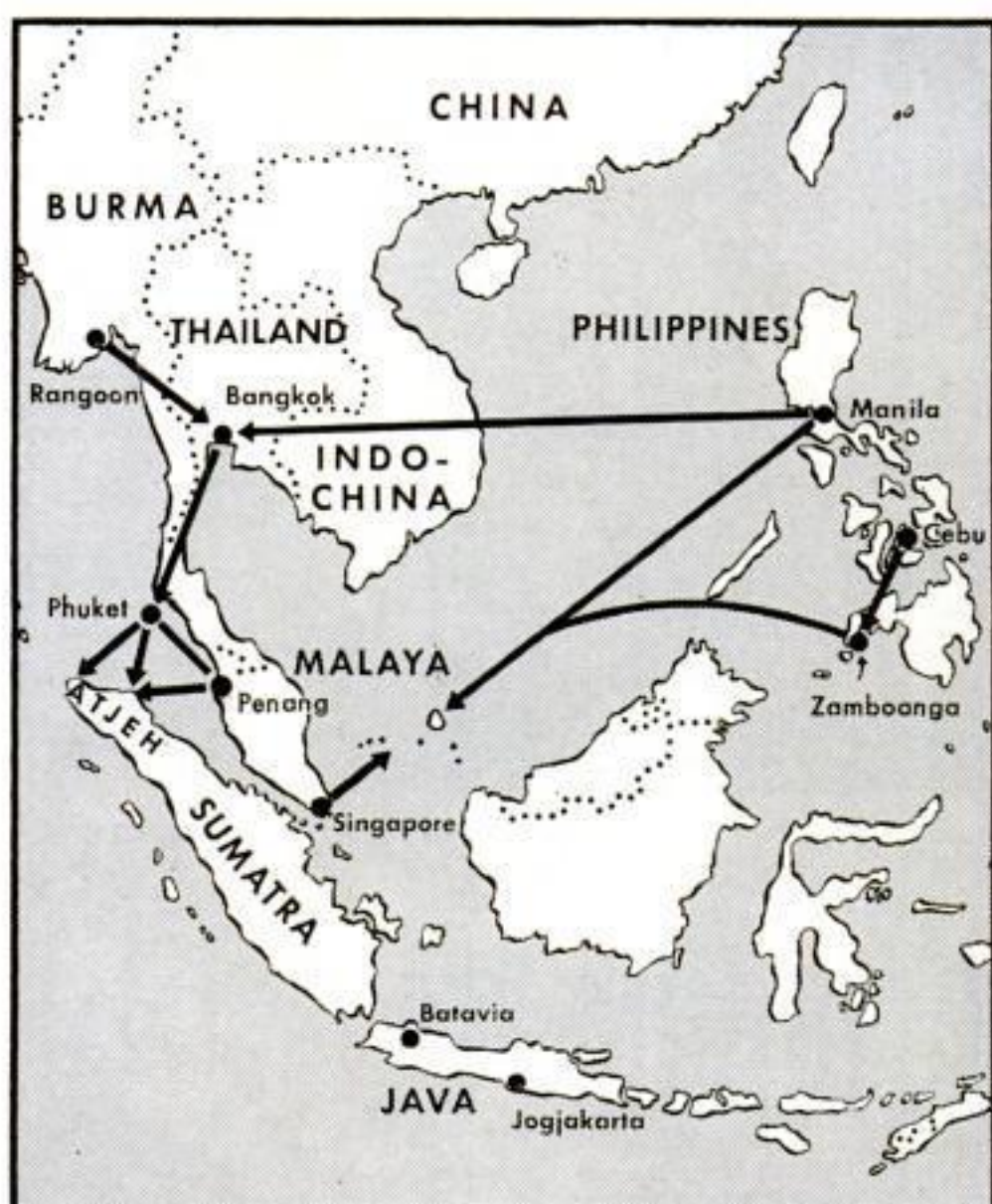
BANGKOK ARMS DUMP is found in surprise raid by usually tolerant Siamese police. From such caches go weapons to rebel armies throughout Orient.



CACHED ARMS WERE STOLEN FROM THESE CASKETS IN BANGKOK BY RIVAL GANG



SMUGGLERS' BASE ON PHUKET IS THIS GLOOMY OLD MANSION NEAR THE HARBOR



ROUTES cover southeast Asia. Some arms go to northern Sumatra, some to the islands northeast of Singapore.

Gun Runners CONTINUED

smuggling career. He prays that his country will some day be transformed from a "wild jungle" into a "Garden of Eden." "But," he declares vehemently, "there can be no Dutchmen in a Garden of Eden."

"When I was a boy," Lie says, "I did wrong. The Lord told me to move on, and I went to sea. I spent 15 years on Dutch ships sailing between Durban and Shanghai. But I saw the Dutch did wrong, so once again I moved on. I went to the Holy Land. There God told me to go home and help make Indonesia a Garden of Eden." It is this that keeps Lie shuttling back and forth on his dangerous voyages, running in arms and bringing out raw materials such as rubber to pay for them.

The vigilant Dutch naval patrols which have cut off smuggling to most of Java and Sumatra never discourage the fiery 39-year-old captain who on his last recorded trip in increasingly restricted waters had 60 shells pumped at him. His unarmed 110-foot ship, with registration number PPB 58 LB inscribed

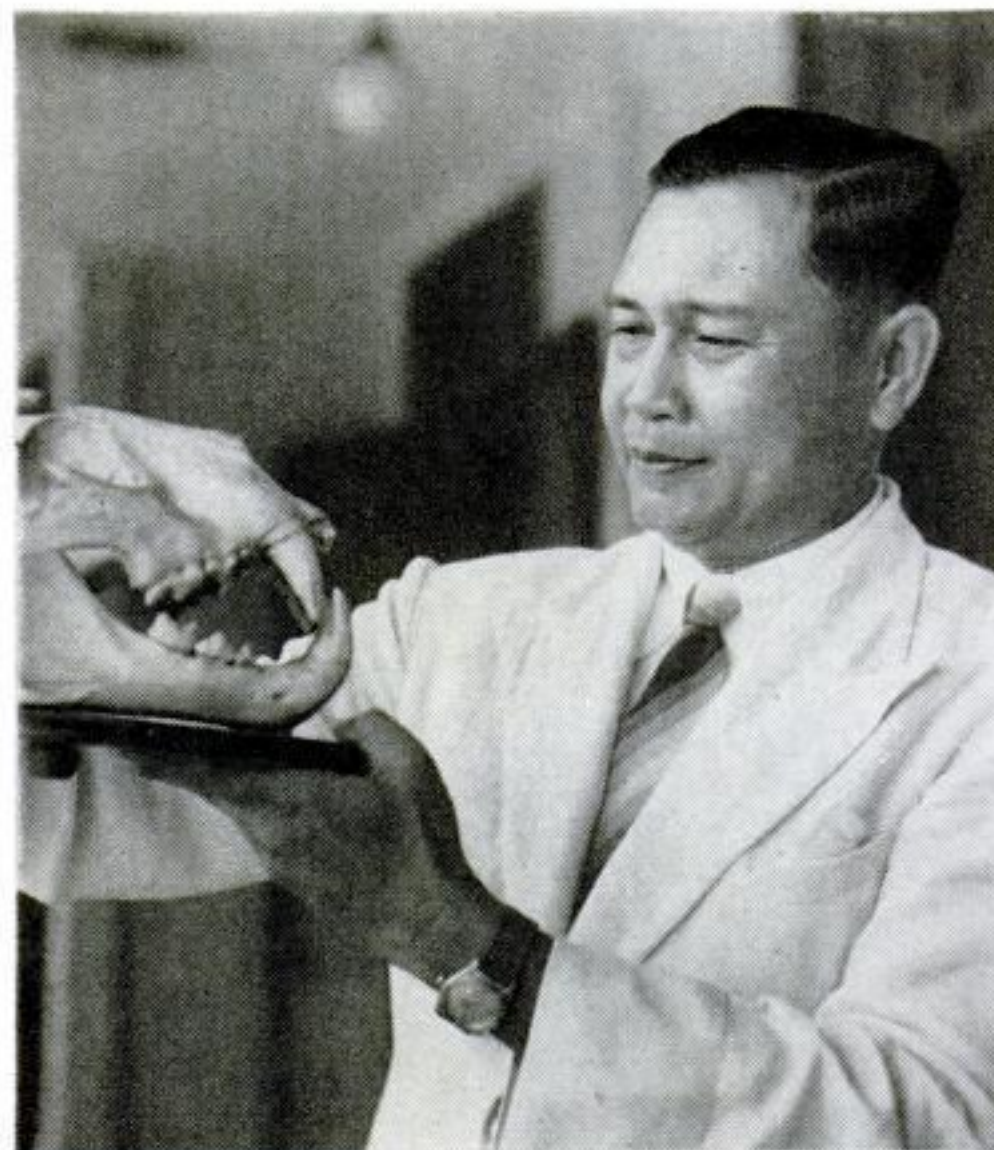
on her bow, has been chased up and down the Malacca Strait by destroyers and corvettes. Of a fleet of five motor launches purchased from the British in Singapore she is the only vessel still active—shelled, strafed and bombed, but never caught. Many times Lie has sent the black ship scooting into a shallow Sumatra cove, covered her with branches and waited until Dutch planes and crashboats abandoned their search.

The guns flown into Java or smuggled across the strait to Sumatra on Lie's ship were formerly bought in Malaya. In Singapore's teeming Chinatown were agents who, for a stiff price, could retrieve caches of British arms buried in the jungle since the war. On deserted Airaboe Island, 200 miles northeast of Singapore, a mysterious Welshman named Carlton A. Hire kept a \$300,000 (U.S.) stock of Browning automatics, carbines, Tommy guns and bazookas, hauled in by flying-boat from the Philippines. For a time a steady flow was also being smuggled down from the "Lost 93rd," a Chinese Nationalist division stranded in Burma's Shan states after the war.

THESE ARE KEY FIGURES IN THE SMUGGLING RING



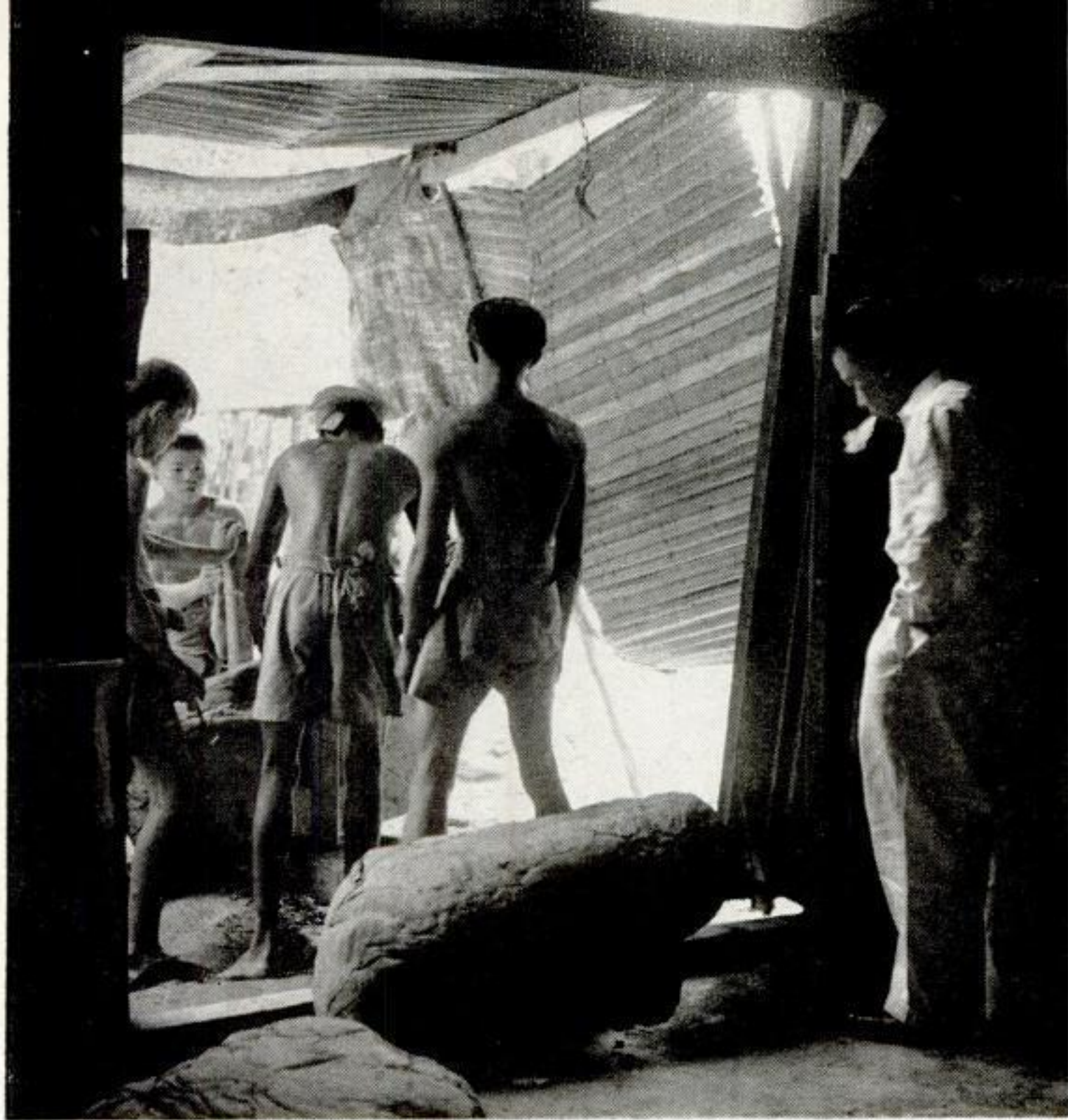
PHUKET AGENTS discuss Indonesian trade with Lie (left) who ships in other needed supplies as well as arms.



PHUKET GOVERNOR Udom Boonyaprasop is aware of gun-running but closes an eye to it for various reasons.



CUSTOMS CHIEF (left) checks cargoes but ignores the fact that ships then sail for nearby coves to pick up arms.



RETURNING FROM INDONESIA SHIPS BRING RAW RUBBER TO HELP PAY FOR ARMS



IN LONELY COVE NEAR PENANG AN INDONESIAN MTB IS BEACHED FOR OVERHAUL

Representatives from Republican headquarters in Singapore tapped all these sources. British authorities were glad to see these guns diverted away from local Communist terrorists, and let Lie and other blockade-runners operate from Penang.

A year ago, under increasing pressure from the Dutch, the British suddenly cracked down. They halted all shipments from Penang. A squad of Singapore detectives disguised as Republican soldiers swooped down on Airaboe and caught Hire with three American pilots who had just landed with a fresh load of guns. The four were tried in a Dutch court in Tanjoengpinang and sent to prison in Java. The three Americans have now been released.

Evidence revealed during their trial implicated one George C. Murray, an American businessman in Manila. Last month Murray was murdered in the Philippines and documents found in his home described a million-dollar smuggling ring selling guns to the Indonesians.

British restrictions in Malaya forced the Indonesians to shift their blockade-running activities to

Thailand. Peaceful Phuket Island, which 300 years ago had been a favorite hideout of Burmese pirates, was picked for the main smuggling base. Its deserted coves were sheltered by huge rock boulders jutting from the sea, and its police, customs and immigration officers were susceptible to "squeeze."

Captain Lie took personal charge of organizing Phuket. Cultivating the governor, a former Japanese puppet, he obtained a new home, and storehouses for arms in isolated warehouses and abandoned farmers' huts scattered over green paddy fields. The governor obligingly recommended an obscure Chinese trading company to "front" as shipping agent for the gun-runners. And occasionally, when he had time, Lie preached to Phuket's prostitutes, exhorting them to seek a better life.

Republican arms-purchasers also went north to Thailand. From Singapore's Chinatown they have moved into Bangkok's underworld of opium dens, ratty hotels and baccarat rooms. There Viet Minh agents from Indo-China, Karens and Communists from Burma and Communists from Malaya com-



PREMIER MOHAMMED HATTA (left) of Indonesia meets Lie while en route to negotiations with the Dutch.

CONTINUED ON NEXT PAGE



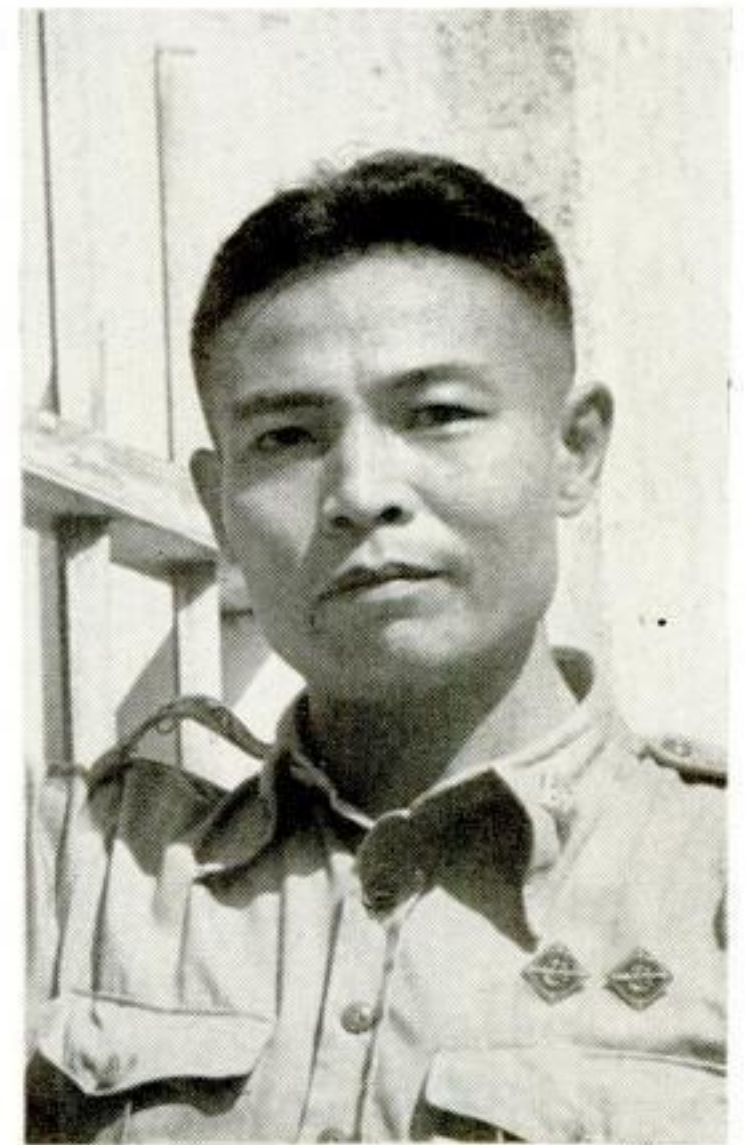
SINGAPORE AGENT is Raden Oetoyo, semiofficial representative who runs trade.



BANGKOK AGENT Isak Mahdi publishes Indonesian news organ, buys arms.



PENANG AGENT Mohammed Machsoes ran Malaya trade until it was stopped.



PHUKET POLICE CHIEF, like other officials, gets his cut on all outgoing ships.

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—all the vitamins, minerals, proteins and fats dogs need in

GRO-PUP

RIBBON




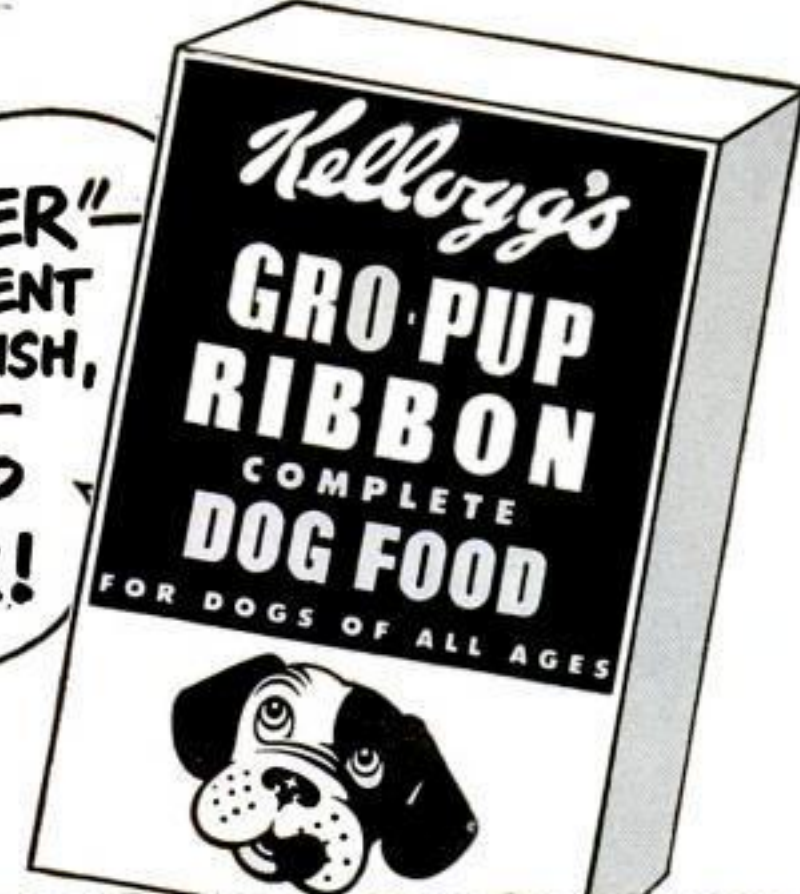
TREAT your dog to the food that supplies every need for health and vitality. It's a "complete dinner" Gro-Pup! No matter what his age, size or breed, your dog needs no other food when you feed this crisp, tasty dinner.

NATURALLY SAVORY because the proteins in Gro-Pup Ribbon come from

beef, as well as from milk, fish and soya!

SAVINGS, TOO! Feeding Gro-Pup Ribbon to a family pet like the Cocker costs about 9¢ a day. You save up to 40% over most canned dog foods. Start your dog on Gro-Pup's tasty, nourishing "complete dinner" today.

"COMPLETE DINNER" INCLUDES NOURISHMENT FROM BEEF, MILK, FISH, AND CEREAL PRODUCTS—AND I SAVE UP TO \$1 A WEEK!

BIGGEST BOX ON THE SHELF... ONLY RIBBON-TYPE DOG FOOD MADE... A SCIENTIFIC *Kellogg* PRODUCT



LIE'S CREW averages 21 years of age, serves without pay out of patriotism for the Indonesian Republic. Lie himself scorns profits of gun-running trade.

Gun Runners CONTINUED

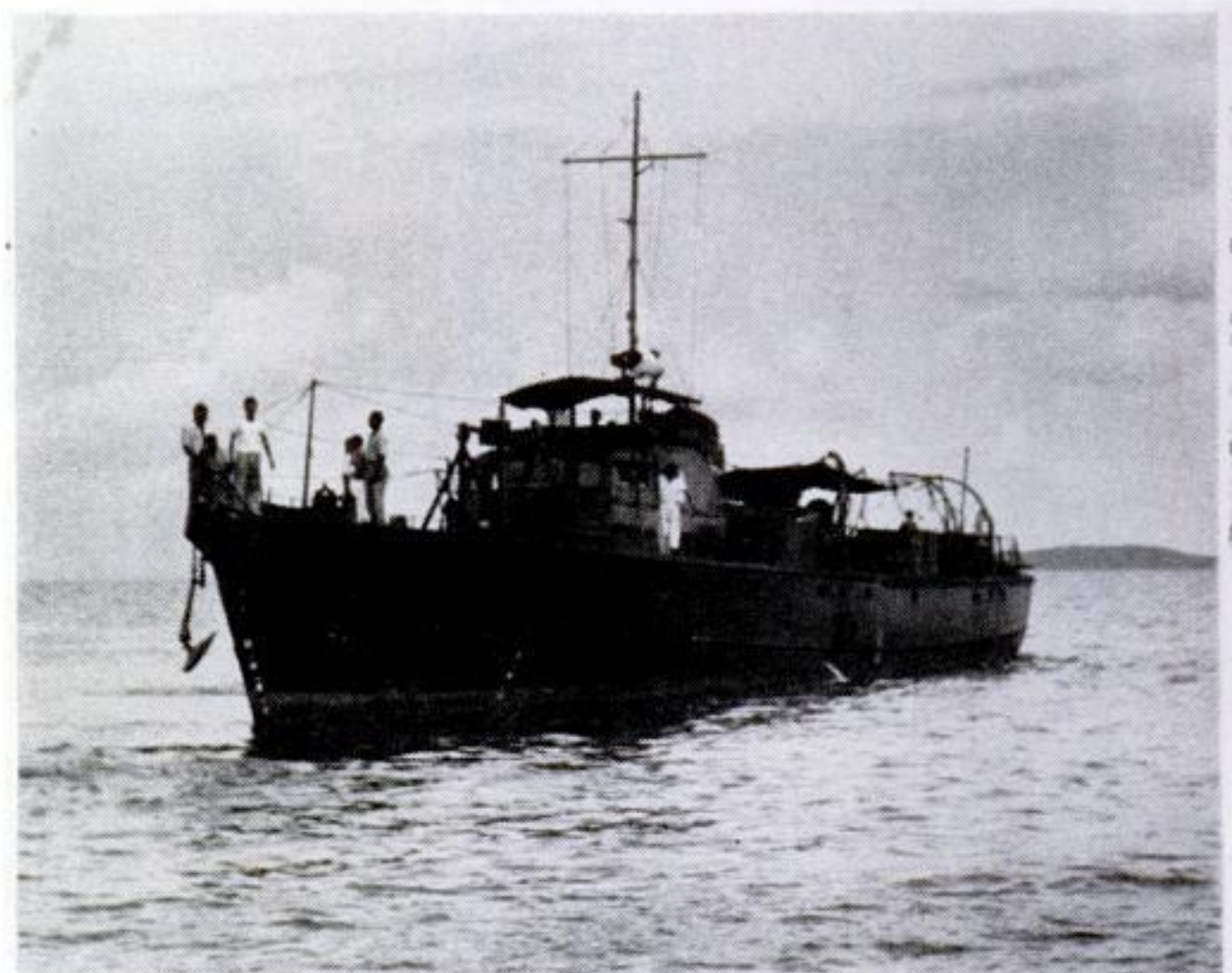
pete for the vast store of guns still left from World War II or smuggled in since. Some of the stores had been parachuted to guerrillas who never fought; 40,000 Jap guns were fished from the Gulf of Siam by divers; others are surplus weapons bought from the U.S. by Thailand.

In addition to the arms on hand in Bangkok, more keep coming all the time. Privately operated PT boats and launches run in guns from Cebu Island in the Philippines to the east coast of Thailand's slender southern isthmus. And, on Bangkok's jumbled side streets, little machine shops turn out home-made rifles, bazookas and grenades to order.

These guns are squirreled away in strange places: in garages, musty boarded-up warehouses and isolated jungle camps. One Bangkok arms dealer sealed up his contraband carbines, Tommy guns and mortars in 540 cement caskets at the Wat Mahatat, a Buddhist temple 3 miles from Don Muang Airport. The caskets originally contained the cremated remains of soldiers killed in Thailand's Republican counterrevolution of 1933. This July the caskets were broken open at night and the weapons quietly removed by a rival arms-running gang.

Under the direction of handsome 27-year-old Izak Mahdi, a former medical student from Batavia who is the Indonesian agent in Bangkok, Republican agents today move through the city's underworld, contacting the sly Chinese brokers and swaggering Siamese army and air force officers who control Thailand's cached guns. "It's a horrible business," says Mahdi. "Sometimes I can't sleep for days. But it's our only way. The Dutch can buy carbines or corvettes openly anywhere in the world."

But for John Lie, the strange Christian captain with guns, bazookas and Bibles stowed tightly in the hold of his black blockade-runner, it isn't a "horrible business." It is God's will. And until the Dutch go home, he says, his ship will keep on sailing.



LIE'S SHIP leaves Phuket for run to Sumatra. She is 20-knot British motor launch, a type used extensively during the war for patrol and guerrilla duty.

No heap big medicine talk...

Old Gold


cures just one thing:

The World's
Best Tobacco



For a Treat instead of a Treatment...

treat yourself to **OLD GOLDS**

A vintage movie poster for the film 'The Johnstown Flood'. The central figure is John Wayne, dressed as Captain Brittles of the U.S. Cavalry. He is wearing a dark blue military uniform with a yellow sash and a wide-brimmed tan hat. He is looking upwards with a determined expression. In the background, two other soldiers on horseback are visible, one holding a rifle. The scene is set in a rugged, hilly landscape. The title 'In The John' is written in a stylized, cursive font in the top right corner. The word 'SHOW' is partially visible in large, bold, yellow letters on the right side. The name 'JOHN WAYNE' is printed in bold, white, sans-serif letters in the bottom left corner, followed by a description of his role.

In The John

JOHN WAYNE

in his most heroic
role as Captain Brittles
of the U.S. Cavalry

SHOW

Ford Tradition of Greatness



JOHN FORD AND MERIAN C. COOPER

present

WE WORE A YELLOW RIBBON

Starring

JOHN WAYNE • JOANNE DRU • JOHN AGAR

BEN JOHNSON • HARRY CAREY JR.

with VICTOR McLAGLEN • MILDRED NATWICK • GEORGE O'BRIEN • ARTHUR SHIELDS

Story by JAMES WARNER BELLAH • Screen Play by FRANK NUGENT and LAURENCE STALLINGS

DIRECTED BY JOHN FORD

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Produced by ARGOSY PICTURES CORPORATION • Distributed by RKO RADIO PICTURES

FOR FAMILY FUN...

"fresh up" with Seven-Up!

BE A "FRESH UP" FAMILY!

While Ted and Dad load the boat with food and plenty of 7-Up, Jean and Mom are ready for their family outing. They're typical of millions of "fresh up" families because they find fun in planning their work and play together. Typical, too, is their liking of crystal-clear 7-Up—the *all-family* drink with the fresh, clean taste and tempting sparkle.

At home or away—make *your* family activities even *more* pleasant with cheerful 7-Up on hand. So pure . . . so good . . . so wholesome for *everyone*, you'll *all* be 7-Up "Steadies" in *your* family. Look for those colorful 7-Up signs. Let them remind you to order a case.



You like it... it likes you!



Copyright 1949 by
The Seven-Up Company



TOSSED BY A STEELWORKER STANDING BESIDE HIS FORGE, A WHITE-HOT RIVET SOARS 125 FEET THROUGH THE DUSK TO CATCHER ON THE TOP OF SIX-STORY TOWER

RIVET-THROWING CHAMPIONSHIP

Structural steel workers play catch with white-hot metal on a six-story tower

Early this month 20 of the best of the nation's riveters turned up in Mechanicsburg, Pa. to pick some new champions at the dangerous game which is their everyday chore—hot rivet throwing. The contestants were made up of two-man teams—a tosser on the ground and a catcher on top of a 55-foot tower. After the rivets had been heated in forges until they were white-hot, the tosser picked them up with tongs and threw them upward while his partner, delicately balanced on an I-beam, tried to

catch them in a metal cone. Although the contest continued long after dusk—in which the rivets looked like tracer bullets and were about as dangerous—none of the steelworkers fell or was burned. (The trade, which pays about \$2.75 an hour, has a national mortality rate of 5 to 10 workers per month.) The champion, who made perfect throws from four distances (55, 75, 85, 125 feet), was old-timer Eddie Derr (*right*), who was also remarkable for the fact that at 59 he was better than youngsters half his age.



WINNERS, Catcher Dan Price (*left*) and Tosser Eddie Derr, got \$1,000 prize.

"My men
need sheets
that can
take it!"



Twin size they were...not the *men*, but the sheets Mrs. Eric Olson of Omaha, Nebraska, bought for their beds.

Pequot sheets, no less. And thank goodness for that, writes Mrs. Olson, because:

"...if you knew those men of mine...my husband and my youngsters...you'd know what a beating those sheets have taken."

We don't know the Olson "men," but we gather they're pretty much like the men in other families that swear by Pequot sheets...full of pep and acrobatics, and pretty rough on sheets.

However, we *do* know the sheets, and

we agree with Mrs. Olson a thousand per cent when she writes:

"When I see how those sheets have stood up all these years, I say any homemaker is wise to buy Pequots. No other sheets for me from now on!"

For good looks, long wear...get Pequots!

And, Mrs. Homemaker, be sure to look for these Pequot Exclusives



Projecting size tabs for quick finding on the shelf.



Double-tape selvages to give extra strength.

PEQUOT MILLS, SALEM, MASSACHUSETTS...ALSO MAKERS OF PEQUOT FINE COMBED PERCALES



Made to
outwear
any other sheets
you can buy
at any price

Rivet-throwing Contest CONTINUED



SPECTACULAR CATCH is made by Daniel Price on top of the 55-foot tower. This 100-foot throw was so expert that he merely had to hold out his cone.

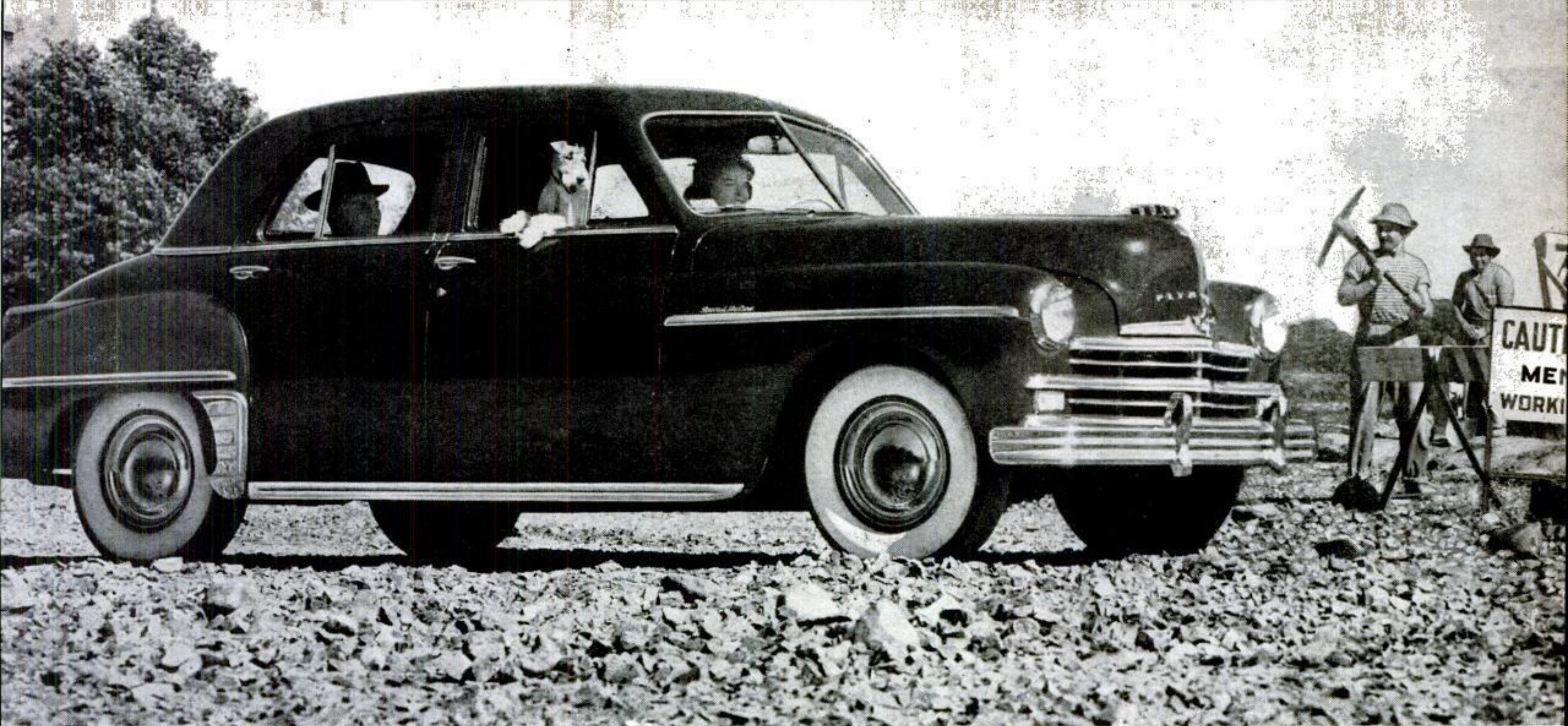


NEAR MISS almost knocks Daniel Price off tower. Rivet approached him from an awkward angle, made him duck frantically as it sizzled past his head.



"DEVIL'S SLIDE" down guy wire, a trick common among oldtime riveters but now outlawed on construction projects, is demonstrated by Joe Harris.

[CONTINUED ON PAGE 60](#)



WHITE SIDEWALL TIRES, CHROME WHEEL COVERS, REAR BUMPER GUARDS AND REAR FENDER SCUFF GUARDS OPTIONAL AT EXTRA COST.

The car that likes
to be compared

NEW

PLYMOUTH

Yes, it likes to be compared for COMFORT, too!



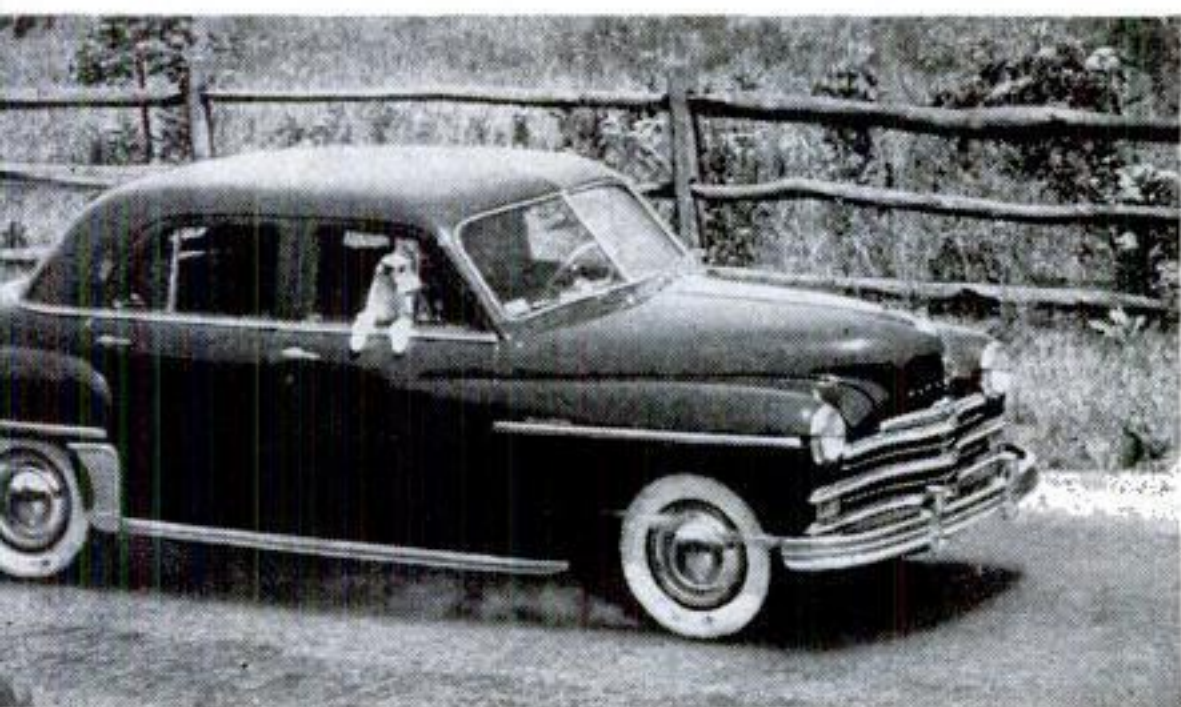
Sit

straight up—then compare! The great new Plymouth gives you generous head and shoulder room *where you need it*, without crowding or leaning. Chair-height seats are wider, deeper from front to back.



Breathe

fresh air, year 'round. An optional under-the-hood system provides ventilation in summer, both heat and defrosting in winter.



Ride

with a brand-new glide! The new Plymouth cradles all passengers between the wheels. It has airplane-type shock absorbers; a new, lower center of gravity; and a new diagonal mounting of rear shock absorbers that reduces sidesway, especially on turns.



Relax

in the floating comfort of improved Air Pillow Ride, which includes Air-foam seat cushions (optional), big bump-smothering Super-Cushion Tires, rubber-padded suspension units, and soft rubber body mounts.



Bolster

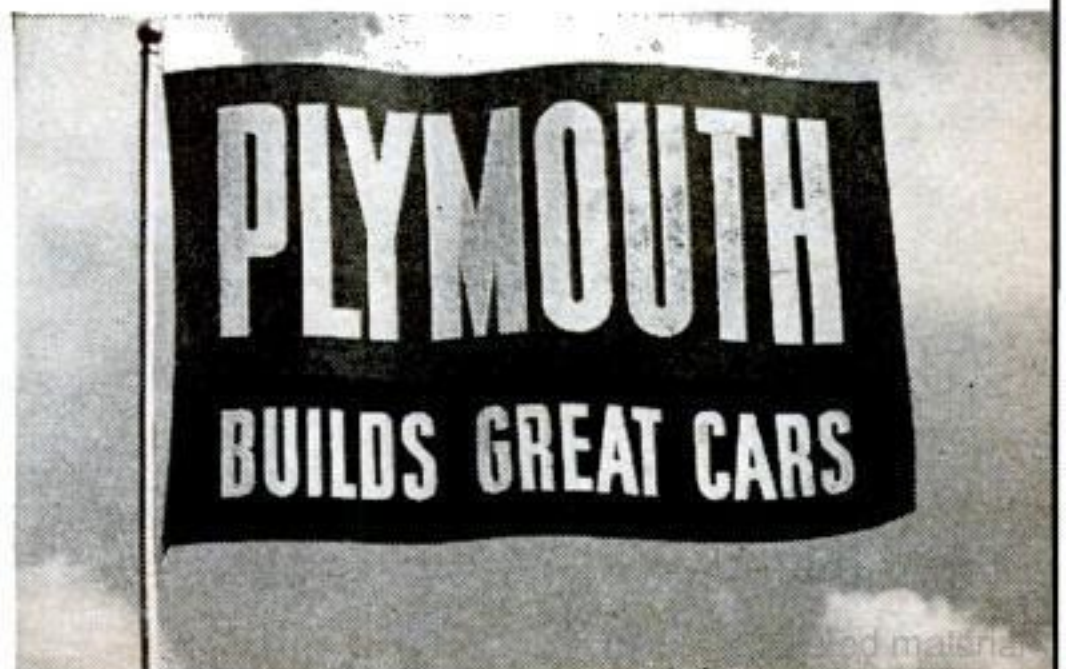
heavier-than-average people with individual cushioning! Extra seat springs front and back can be inserted to meet specific family requirements for cushion firmness.



Check

Plymouth value against other cars. Not only for *comfort*, but for *performance*, for *safety*, for *low operating cost*, for *all features*! Drive the Plymouth. Compare it on the road. And see the new Quality Chart at your dealer's; a condensed version appears at left.

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan



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Tips from Penny the Hen...

SWING TO SWANSON BONED CHICKEN—IT'S ALL MEAT, TABLE READY!

FLAVOR IS THE THRILL WITH SWANSON BONED TURKEY!

A REAL MATCH... SWANSON CHICKEN FRICASSEE AND BUDGET MEALS!

Swanson BONED CHICKEN EVER FRESH BRAND

Swanson BONED TURKEY EVER FRESH BRAND

Swanson CHICKEN FRICASSEE with butter gravy

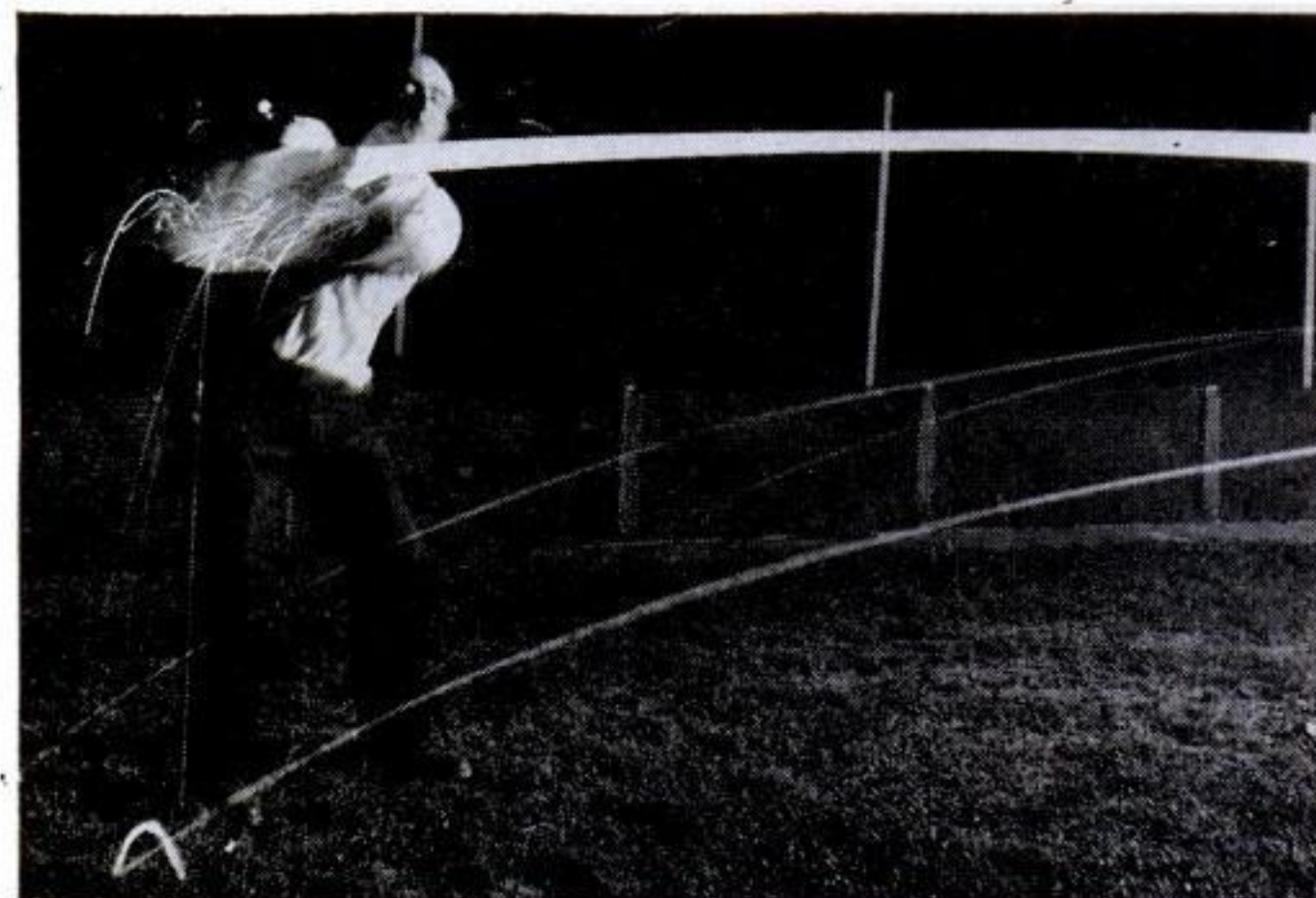
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Rivet-throwing Contest CONTINUED



IN SHOWER OF SPARKS caused by bits of metal flying off hot rivet, steelworker completes difficult catch during horseplay which accompanied contest.



RIVETER'S WIFE, Mrs. F. Twigg, tries her hand at tossing a cold rivet.



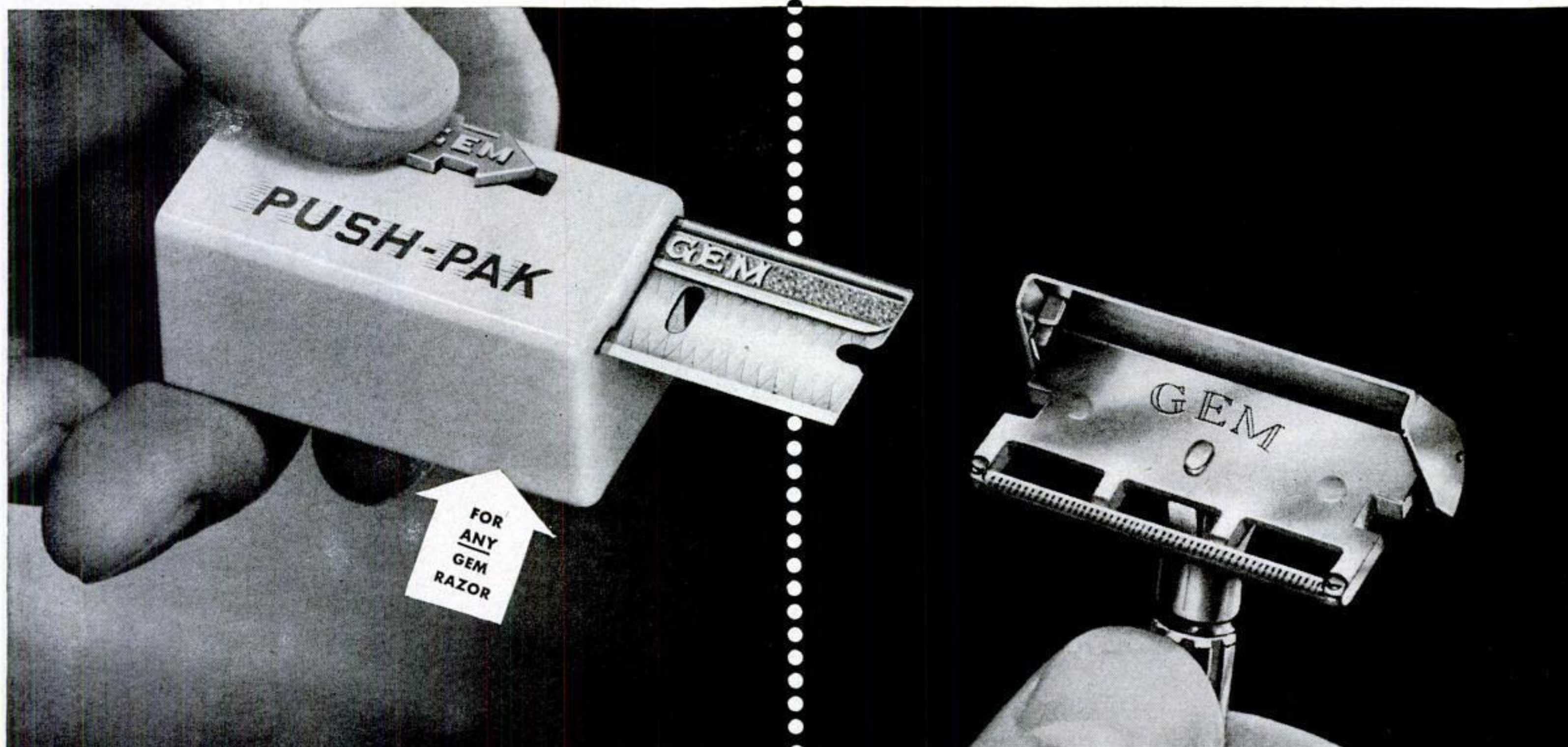
WOULD-BE RIVETER, 4-year-old Arthur Stoner, hefts a pair of tongs.



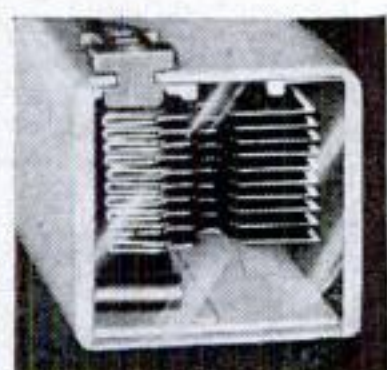
RIVETER'S DAUGHTER, 2-year-old Georgianna McMullen, shows little filial confidence as she waits for cold rivet tossed by father to fall into her cone.

A FRESH BLADE IN A
FLASH!

A CLEAN SHAVE IN A
FLASH!



NEW! GEM PUSH-PAK
Ends Blade Unwrapping!



Exclusive 'window' shows unused blades!

GOOD NEWS for Gem users — new Push-Pak dispenses fresh, sharp blade in a flash.

FLOATS edges in air. They can't touch—no dulling contacts. Blades won't rust!

JUST PUSH the arrow—blades can't jam!

HEAVIER Gem Blades outlast all others—regardless of number of edges. Push-Pak with 10 blades **49¢**



RAZOR
with 10-Blade
PUSH-PAK
\$1.49 VALUE

98¢

An A.S.R. Product

NEWLY ADJUSTED GEM RAZOR
Gives Clean-Sweep Shave!

Wonderful how a once-over can leave your face so clean!

ASTONISHING that a shave can be so gentle and so fast!

THE SECRET is Gem's newly adjusted blade-setting that compels the keen Gem Blade to get whiskers at the base.

TWIST—Gem opens and loads in a flash!

TWIST—Gem closes! You're ready to shave!

Switch to GEM and avoid '5 o'clock Shadow'

GEM GUARANTEES

ONCE OVER...AND YOU'RE CLEAN!

MONEY BACK GUARANTEE—Get this amazing, newly adjusted, one-piece Gem Razor at any dealer. If it does not live up to every claim—return razor and remaining blades in original package to American Safety Razor Corp., Brooklyn 1, N. Y. and your money will be refunded in full!

Lamar Dodd

In an un-Bohemian way he sparks an art movement in the South

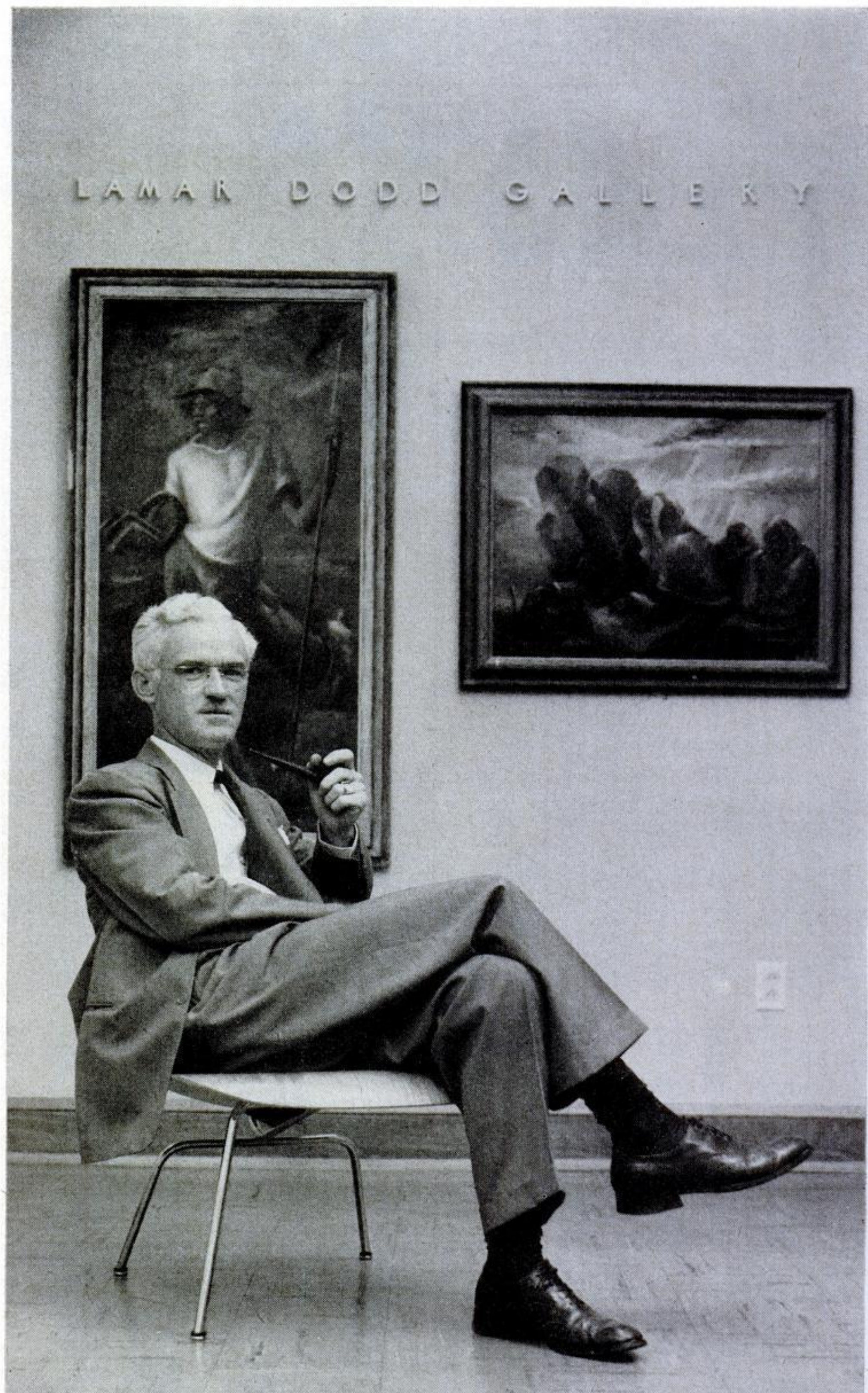
Lamar Dodd is a neat white-haired man with shiny shoes who, even when he sits in an Eames chair (*above*), looks more like an executive than an artist. The sternest bluenose could not criticize his un-Bohemian existence—he lives in a trim gray house in the suburbs of Athens, Ga., drives a shiny De Soto and is past president of the local Rotary Club. But in his businesslike way Mr. Dodd has been more responsible than any other man for the renaissance of art that has swept the Southeast in the last 10 years. A painter whose work has won a

dozen prizes, he is also head of the University of Georgia's art department, the finest college art department in the South.

A Georgian born in the small town of Fairburn in 1909, Dodd went north to spend five years studying at New York's Art Students' League. But he found the city stultifying and went back to paint in the South, where he developed a style full of vigor and moody realism. In 1933 he became manager of an art-supply store in Birmingham, stocked it with El Greco, Van Gogh and Botticelli prints and

jumped sales 100%. In 1937 he started teaching in the University of Georgia's art department, which then had 20 students. Today, under Dodd, the department has 1,500 on its rolls.

Dodd is one of the most industrious artists alive. In addition to his job he gives some 40 out-of-town lectures a year, corresponds heavily with teachers and is continually arranging art shows. He himself has had 60 one-man shows and turns out about 50 canvases a year. On his last vacation he made 225 drawings, watercolors and *gouaches* in 21 days.



LAMAR DODD SITS AMONG PICTURES IN UNIVERSITY ART GALLERY NAMED AFTER HIM

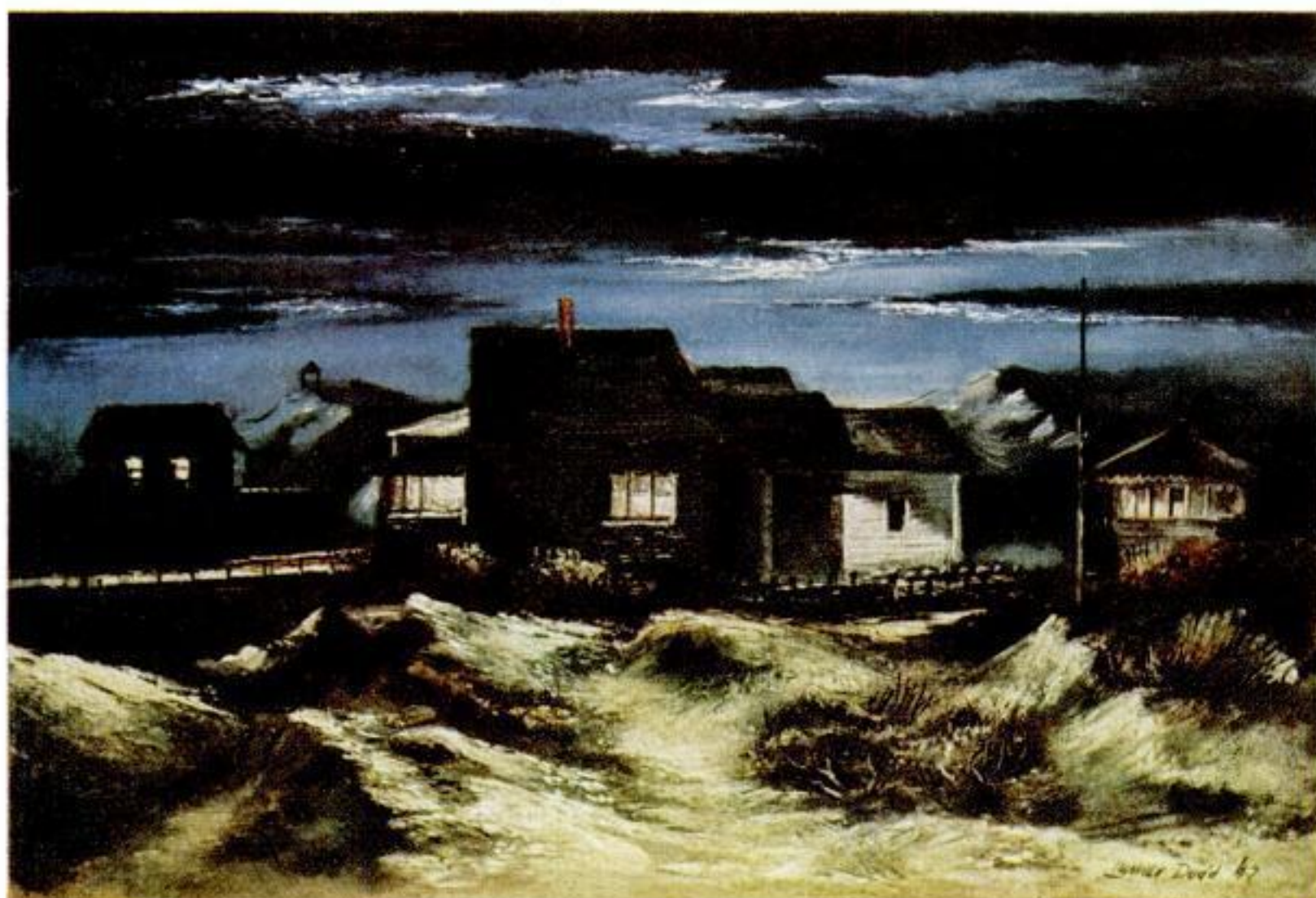
LUMPKIN STREET,
a main old Athens thoroughfare, was painted by Dodd in 1946. To achieve greater spontaneity, he used a palette knife instead of a brush. Applying paint in thick rapid swirls, he caught the contrast between the brilliant colors of early spring and the naked blackness of the tree trunks.



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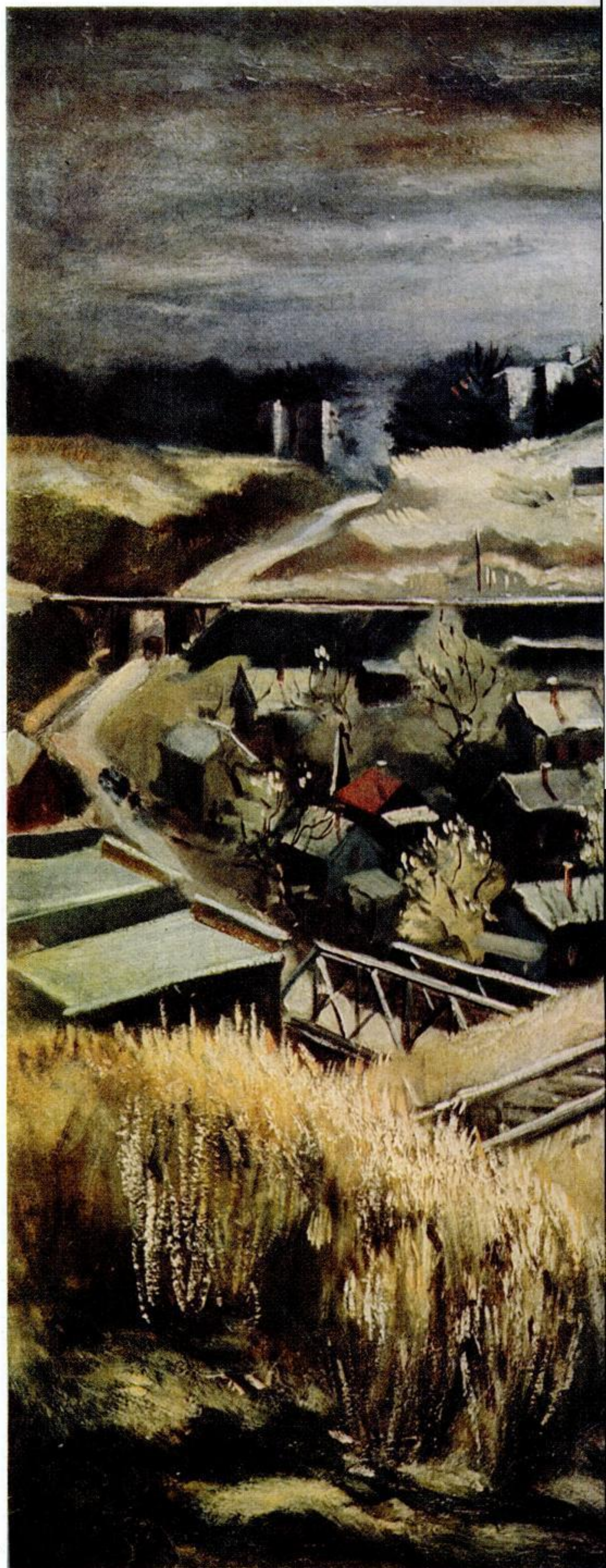
"CARNIVAL", which comes to Athens five or six times a year, inspired Dodd to do this night scene in 1939. He composed it to dramatize the silhouette of a soaring Gothic arch of trees.



"BEACH HOUSE" was painted in 1947 on Pawleys Island, S.C., where Dodd has summered for years. Cabin lights on the lonely beach emphasize Dodd's feeling for the solitude of night.



"SAVANNAH" is a view Dodd saw from the window of his hotel on a visit in 1946. As he always does with night paintings, he sketched it on the spot, finished it by day in his studio.





"VIEW OF ATHENS" shows city's desolate outskirts crisscrossed by railroad tracks and the sage-grass banks of the Oconee River flowing beneath the trestle.

In 1940 Dodd sold the picture to the International Business Machines Corp. for \$500. But his stock has risen, and for a painting of equal size he now gets \$3,000.



Wake up Fresh as Spring Air!

...Get More Rest
from Every Sleeping Hour!

"Controlled Comfort" tonight, refreshes
you for tomorrow!



Actual photo of a 113 pound woman shows how Spring-Air "Controlled Comfort" mattress gently conforms to body contours, yet gives needed sleep posture support.



Actual photo of 230 pound man shows how Spring-Air "Controlled Comfort" mattress prevents body sag and maintains perfect support from head to foot, despite concentration of mid-section weight.



Regardless of difference in weights, two who sleep in the same bed enjoy *individual* comfort with no tendency to roll to the middle, as shown by this actual photo of 212 pound man and 113 pound woman on a Spring-Air.

© 1949, The Spring-Air Company—Holland, Michigan

With a Spring-Air mattress you get more rest from every sleeping hour... yes, even when two people of widely differing weights and sizes sleep in the same bed! Visit your Spring-Air dealer... ask him to show you the *zoned-comfort* demonstrator. Let him give you the *inside story* of "Controlled Comfort" innerspring construction.

See why it takes up to NINE different types of coils to give you luxurious Spring-Air comfort night after night. See why Spring-Air is used in more than a thousand fine hotels, two thousand hospitals, and over a million homes! Go to your dealer or, write for "Controlled Comfort" booklet, a valuable guide to buying better bedding.

Spring-Air Company • Holland, Mich.

PRODUCED BY 46 PLANTS
AND SOLD BY OVER 5000 DEALERS THROUGHOUT THE
UNITED STATES, CANADA AND MEXICO



Mattresses and matching box springs available in regular, extra-firm and extra-long models, full or twin size... from \$49.50 to \$79.50, each piece.
Slightly higher West of Rockies.

LAMAR DODD CONTINUED

OUTINGS AND BATH MATS KEEP DODD ON THE RUN



ON WEEKENDS Dodd conducts special outdoor sketching classes for students. In background above are two Athens landmarks, the courthouse dome and the water tower, which also appear in Dodd's painting on pages 64 and 65.



INSIDE TEXTILE MILL at Athens, Dodd (left) and two students (extreme right) examine samples for bedspreads and bath mats which were designed in class. Persuading local businesses to use students' work is Dodd's latest project.



Do you drink more coffee than you think you should ?

IF YOU'RE FOND of coffee, you probably drink it every day.

And chances are, from time to time you ask yourself, "Am I drinking more coffee than I should?"

For as much as you love coffee, you know how the caffeine in it can make people sleepless, nervous, irritable.

So when you sleep poorly, or feel tense and jittery, you start thinking about the coffee you drink. Perhaps *you* should drink less of this tempting beverage. Perhaps *you* should stop drinking coffee altogether. You *needn't!*

DRINK SANKA COFFEE
REAL COFFEE- 97% CAFFEIN-FREE.

When you drink *Sanka* Coffee you can enjoy *real* coffee — marvelous tasting coffee—and yet stop worrying!

For *Sanka* Coffee is *two* ways wonderful!

First of all, *Sanka* is delicious coffee. Rich and full-bodied, with the wonderful

flavor—the satisfying, bracing cheer—that only *real* coffee can give you!

Second, *Sanka* Coffee is caffeine-free! And that means *worry-free!* You can drink all the *Sanka* Coffee you want—at breakfast, luncheon, dinner, or far into the night—without the slightest question about caffeine effect. For 97% of the caffeine has been removed from *Sanka*. It can't possibly keep you awake, or make you feel nervous or cross!

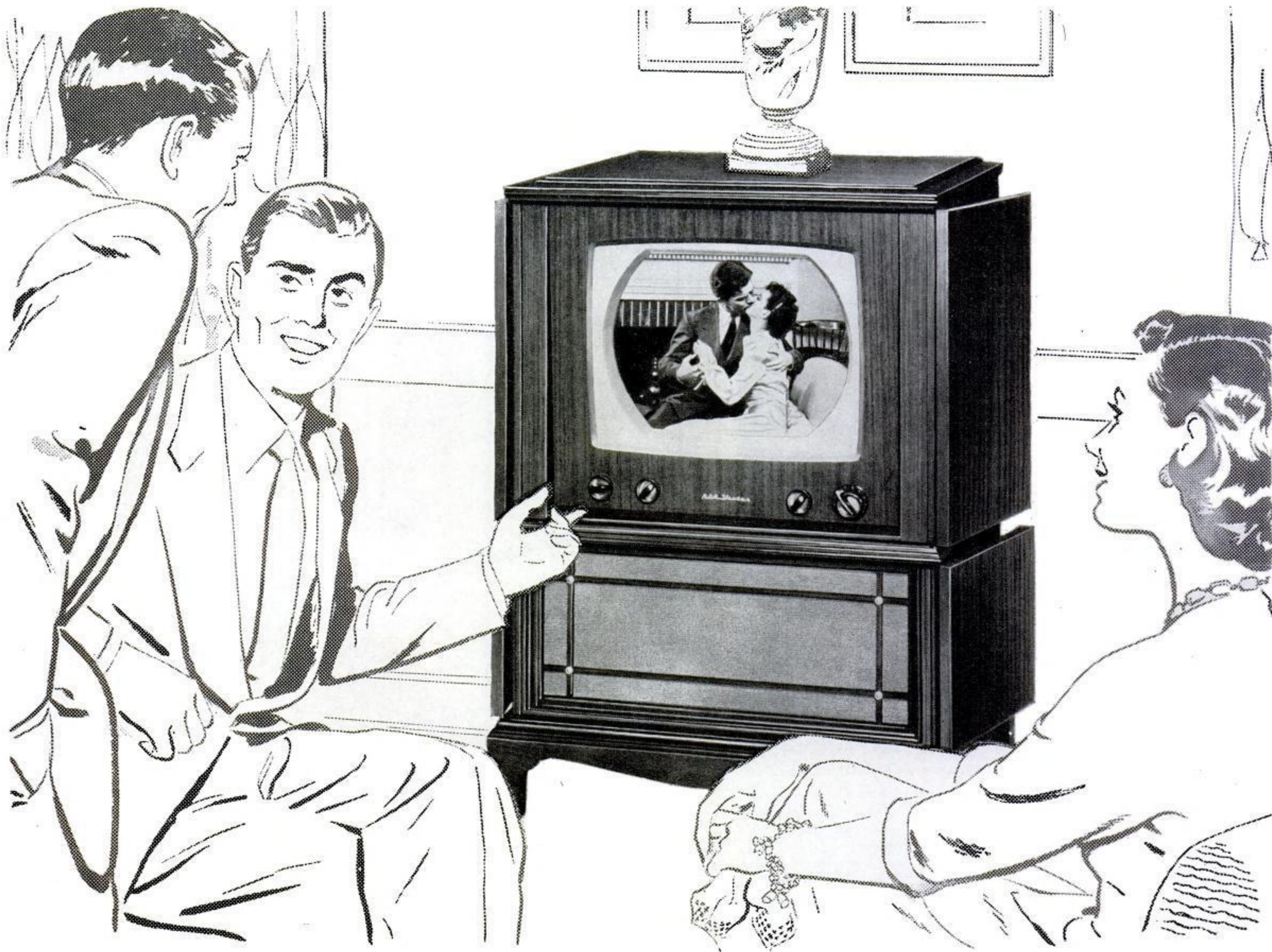
Start drinking *Sanka* tomorrow. You have nothing to lose, and possibly a great deal to gain.

Sanka Coffee

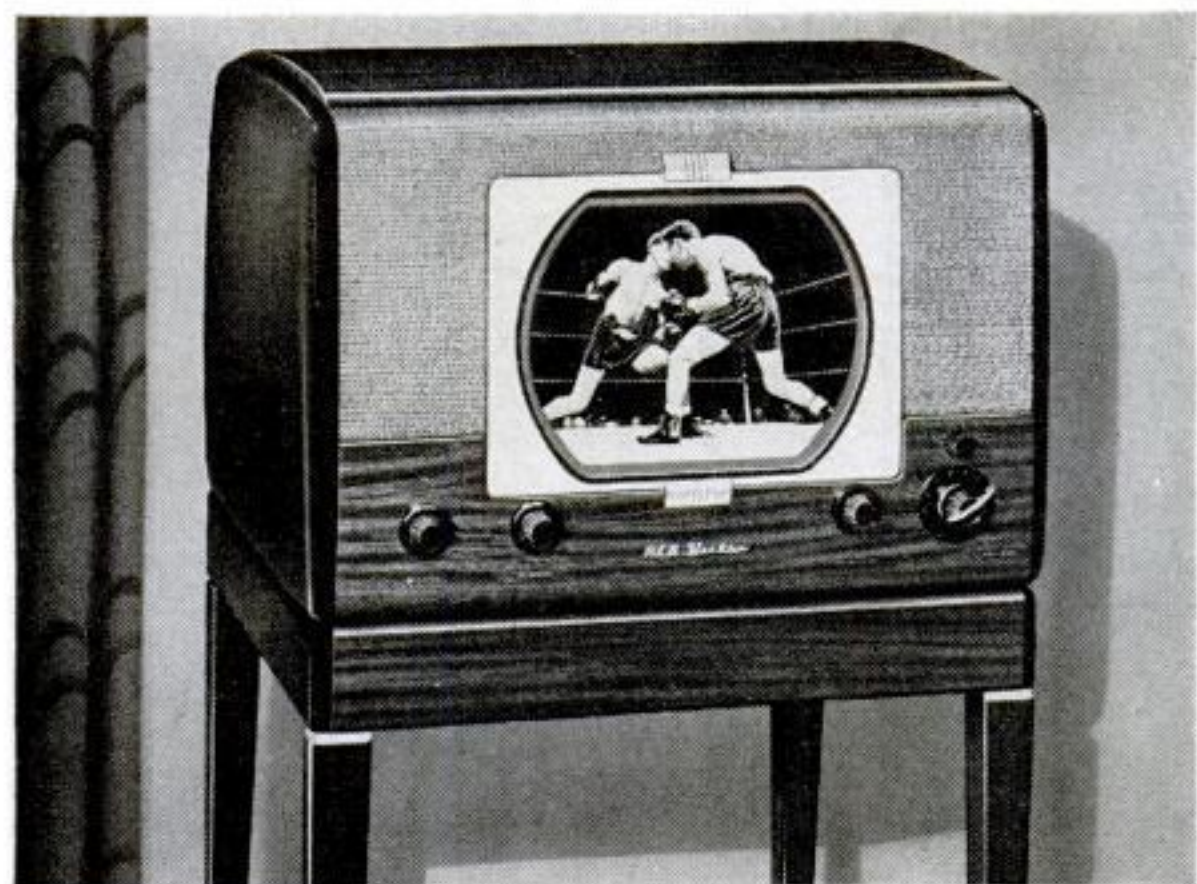
Real coffee with the worry taken out.
Drink it and sleep!



Products of General Foods



For finest picture quality it's RCA Victor



Never a better picture . . . never a lower price. It's RCA Victor's Special Anniversary Model. Yes, and it's the lowest price in RCA Victor Eye Witness television history. Big, 10-inch picture tube with wide, expanded screen. Has all the famous RCA Victor features for enjoying the most in television. Smartly designed cabinet. Handsome, matching table available at slight extra cost.
RCA Victor 9-T-246.

\$199^{50†}

Plus \$1.12 Fed. Tax.
Installation extra*

You get pictures that are clear, bright and steady, *locked in tune* by RCA Victor's amazing Eye Witness Picture Synchronizer. Controls are simplified. Automatic Multi-Channel Station Selector for easy tuning.

You get all this television quality at amazingly low prices. Whether you choose pictures at 10 inches or the size of a full newspaper page, RCA Victor gives you most for your money.

Enjoy the new, wider 16-inch RCA Victor Television. Eye Witness pictures in a strikingly handsome, hand-rubbed cabinet. A whole roomful of people can enjoy these brilliant, steady, Eye Witness pictures. You'll be proud to own the lovely cabinet . . . it's a fine furniture piece. Has all the famous RCA Victor features: Eye Witness Picture Synchronizer; "Golden Throat" tone system; there's even a "phono-jack" for easy attachment of RCA Victor's amazing 45 rpm automatic record changer. AC.
RCA Victor 9-TC-275.

\$469^{50†}

Plus \$1.78 Fed. Tax.
Installation extra*

**And you get* direct factory service with the optional RCA Victor Television Owner Contract. The reasonable fee covers *all charges for antenna, complete installation by RCA Victor's own factory service experts and guaranteed performance.*

†Prices—subject to change without notice—are slightly higher in far West and South.

Have you met "Kukla, Fran and Ollie" —with Burr Tillstrom's wonderful characters? See them on your NBC television station.



RCA VICTOR *World leader in radio
First in recorded music
First in television!*

DIVISION OF RADIO CORPORATION OF AMERICA



BRIDE STIFFENS IN HORROR AT HER FIRST GLIMPSE OF APPROACHING NATURE BOYS



THIS IS WHAT BRIDE SAW: "GYPSY GENE" GURGLING FOR THE GUESTS

MARTYRED BRIDE

Joker sends some "Nature Boys" to upset her wedding reception

California, which sometimes aspires to be the seat of culture and wit in the Western world, this month provided some guidance on how to reduce a happy bride to tears in one minute flat. The feat was accomplished in the town of Napa, at the wedding reception of Raymond Rossi and Alma Mohr. As they stood accepting the congratulations of 400 guests, the bride glanced up and saw a horrible sight (above, right). Into the midst of the party pranced two hairy cultists from nearby Sonoma,

representatives of a group of vegetarians who live in the woods and call themselves Nature Boys. In lightning succession they cried "Alma!" embraced her, did a fast hula and raced out onto the lawn. The bride wept, then rallied and managed to say a polite word to the guest who had engineered the joke, a funny fellow named Wesley Gardner (next page), deputy sheriff of the town. Later, when she found that the bridal automobile had been splattered with paint, she was reduced to tears again.



CRYING "ALMA! ALMA!" Nature Boy throws out arms to enfold the bride in a hairy, nauseating embrace.



BRIDE STRUGGLES in grip of second Nature Boy named Boots, who followed close behind Gypsy Gene.



EMBARRASSMENT overcomes bride, who covers face. Husband Raymond Rossi manages to smile grimly.



EXCITING MUSTARD DISCOVERY~ Best Foods Mustard with Horseradish

If you like fine mustard, this is for you!
A tangy, tasty mustard—plus a tantalizing dash of horseradish—blended with all the skill and finesse you'd expect of Best Foods! Whenever the recipe calls for mustard, you'll do better with Best Foods Mustard-with-Horseradish. Get a jar—today!

MADE BY THE MAKERS OF HELLMANN'S
AND BEST FOODS REAL MAYONNAISE



**FOR BEST RESULTS
SHAVE WITH..**



"You might just as well stop now. It's that Wheaties chap again."

Seems as if the guy who's had his Wheaties is tough to beat in any sport! Champions Ralph Kiner, Ned Day, Matty Bell—all eat and recommend

Wheaties, milk and fruit as training dish. Nourishing—these 100% whole wheat flakes. Second-helping good, too! Wheaties, "Breakfast of Champions!"

Martyred Bride CONTINUED



REGAINING COMPOSURE, bride points at guest Wesley Gardner (wearing carnation) and cries, "You did this!" He proudly acknowledged the deed.



ENJOYING A BIG YAK at the expense of the humiliated bride, Deputy Sheriff Gardner laughs with Paul Amen, who helped him recruit Nature Boys.



NEW HEIGHTS OF MERRIMENT occupy Nature Boys on lawn. They are opposed to shoes and meat, live principally on fruit and sleep on the ground.

*treat them rough...
show them off!*



ALL PATTERNS AVAILABLE IN TRAVELON FABRICS BY HAFNER

.... smart year'round seat covers are woven of

Firestone *Velon**

*TRADE MARK

Winter, summer, spring and fall, seat covers woven of Firestone *Velon* enhance the beauty and value of your car. They keep your car new-looking, because *Velon* resists practically everything under the sun (including the sun). There are seat covers woven of *Velon* by Hafner still perfect after 10 years of wear.

Year 'round smartness: More colors than the rainbow to choose from—to blend with the color of your car. Marvelous weaves in stripes, plaids, checks, solids to express your personal taste.

Years and years of wear: So cool in summer, so easy to slide over. Children, dogs, luggage, shoes, won't scratch or scuff them. Damp cloth removes dirt and grease. Don't let mud or snow ruin car upholstery. Ask for seat covers woven of Firestone *Velon* now, at auto dealers, auto accessory stores, Firestone dealers and stores, department stores, or write Hafner Associates, Empire State Building, N. Y. for free samples and names of dealers nearest you.

Other uses of Woven Velon



©1949, FIRESTONE PLASTICS CO.,
POTTSTOWN, PA.



LISTEN TO THE VOICE OF FIRESTONE MONDAY EVENINGS OVER NBC

Other forms of Velon



*Announcing
the "next look" in cars*

NEW 1950 STUDEBAKER



**THE NEXT STAGE
IN AMERICA'S NEW AGE OF
FINER MOTORING**

SUCCESS breeds success! The car that led in modern design now moves still more spectacularly out ahead!

The new 1950 Studebaker is here—and you can see at a glance that it's America's "next look" in cars.

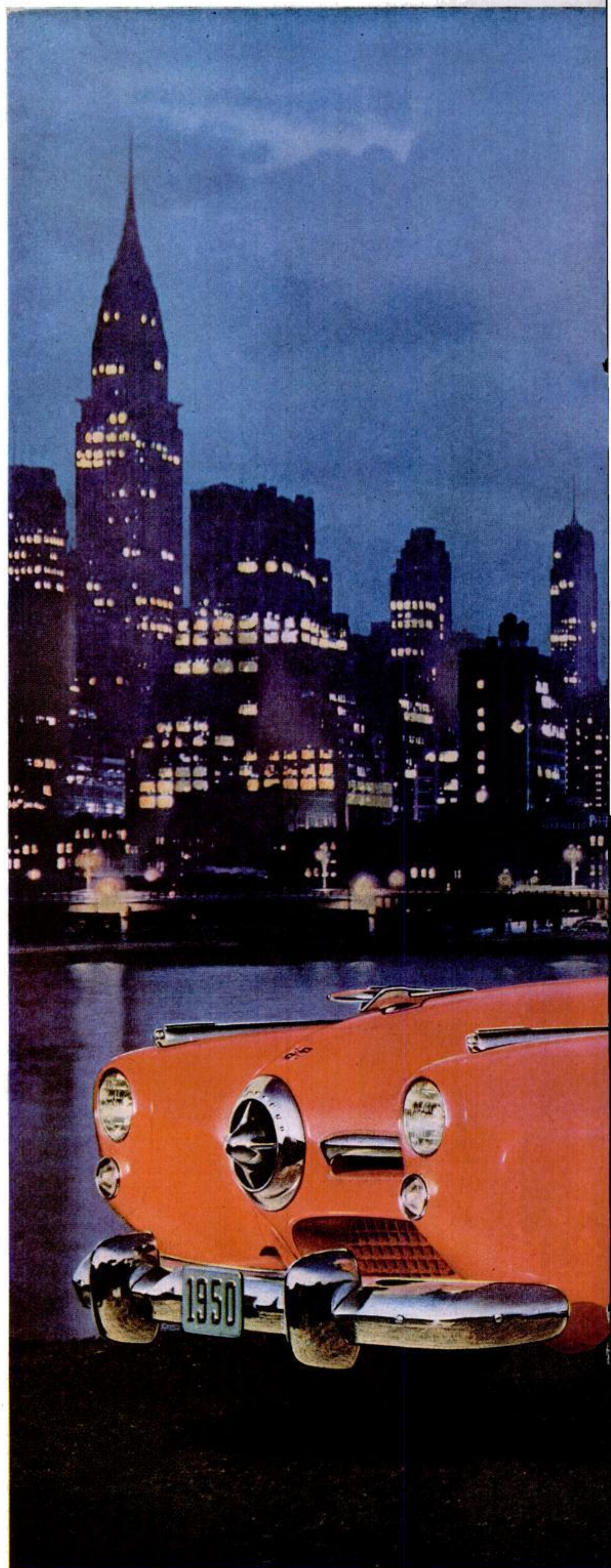
Here's the dramatic and unexpected sequel to the tremendously popular "new look" in cars that Studebaker originated three years ago.

Here's a truly inspired 1950 Studebaker—dynamically new in form and substance—styled ahead and engineered ahead for years to come.

Paced by a breath-taking new Studebaker Champion in the low-price field, this is a complete line of completely new 1950 Studebakers.

Each one is increased in wheelbase length and over all length—thrill-packed with the new performance of higher compression power—comfort-cushioned with self-stabilizing new Studebaker coil springs.

Discriminating America is giving the 1950 Studebaker an enthusiastic welcome. Stop in at a nearby Studebaker showroom, first chance you have. See the 1950 Studebaker—the "next look" in cars!

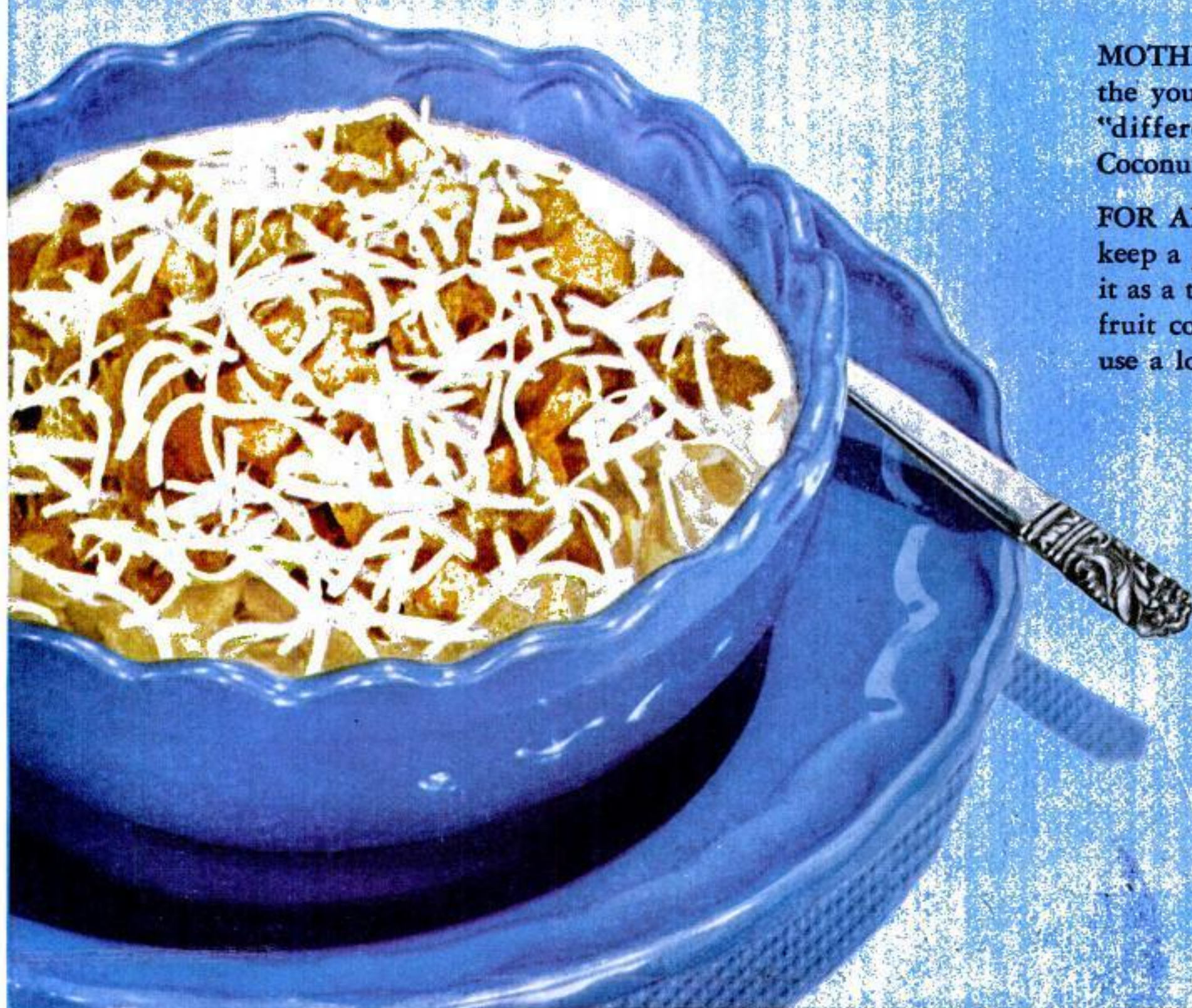


White sidewall tires and wheel discs available on all models at extra cost.



© 1949, The Studebaker Corporation, South Bend 27, Indiana, U. S. A.

Morning Magic with Coconut!



MOTHERS—HERE'S A SLICK TRICK to encourage the youngsters to eat their cereal. Small fry love the "different"—the *new*—flavor that Durkee's Shred Coconut adds to their cold cereal favorites.

FOR AN EXCITING FLAVOR-LIFT in many dishes, keep a package of Durkee's Shred Coconut handy. Try it as a topping for oranges, grapefruit or your favorite fruit cocktail. And here's a money-saving tip:—if you use a lot of coconut buy the economical 8 ounce bag.



THE SPICE IN YOUR LIFE!

by

Virginia Coates

SPICE COOKERY has come into its own! Today good cooks know a pinch of flavorful seasoning turns a tired dish into a *tantalizing* treat!

START A SPICE CHEST from the chart on this page. These spices are "musts" for good day-to-day seasoning. Of course, there are dozens of others you will want to add and learn to use. I suggest you try marjoram next . . . then thyme, basil, mace, and oregano. And don't overlook Durkee's specialties . . . Apple Pie Spice and Pumpkin Pie Spice . . . for that "just right" taste in pies and other desserts.

CHECK UP AND STOCK UP your spice assortment often. It's budget-wise to replace half empty tins which are out of date and out of flavor. After all . . . there's no point in adding a spice to any food unless it contributes its full, zestful savor.

Write for a free copy of this chart... Virginia Coates, Durkee's Famous Foods, Dept. L-9, Elmhurst, Long Island, New York.



Lady... Look to Your Spices!



paprika

Sweet Red Pepper, Ground. Mild flavor, gay garnish for chicken, fish, salads.



cinnamon

Peeled Bark, Whole or Ground. *Stick:* In drinks, stewed fruit. *Ground:* In desserts, cakes, pies.



celery seeds

Tiny Savory Seed. In soups, or wherever celery flavor is desired.



mustard

Seeds: Used in Pickling. *Ground:* In salad dressings, and for medicinal uses.



pickling spice

Assortment of Whole Spices. For pickling, relishes; or in marinated fish, stews, meats.



flavor salt

Complete blended seasoning containing miracle ingredient M.S.G. Works wonders on soups, gravies, vegetables, meats.



poultry seasoning

A Balanced, Savory Blend. Especially good in bread stuffing for turkey, chicken.



rosemary leaves

Sweetish, Pinelike Herb. In many Italian dishes; in poultry stuffing, cauliflower.



parsley flakes

Green Parsley Leaves, Dried. Garnish for soups, stews, vegetables, salads.



nutmeg

Nutlike Kernel. If whole, grate as needed. Use ground in baking; on custard.



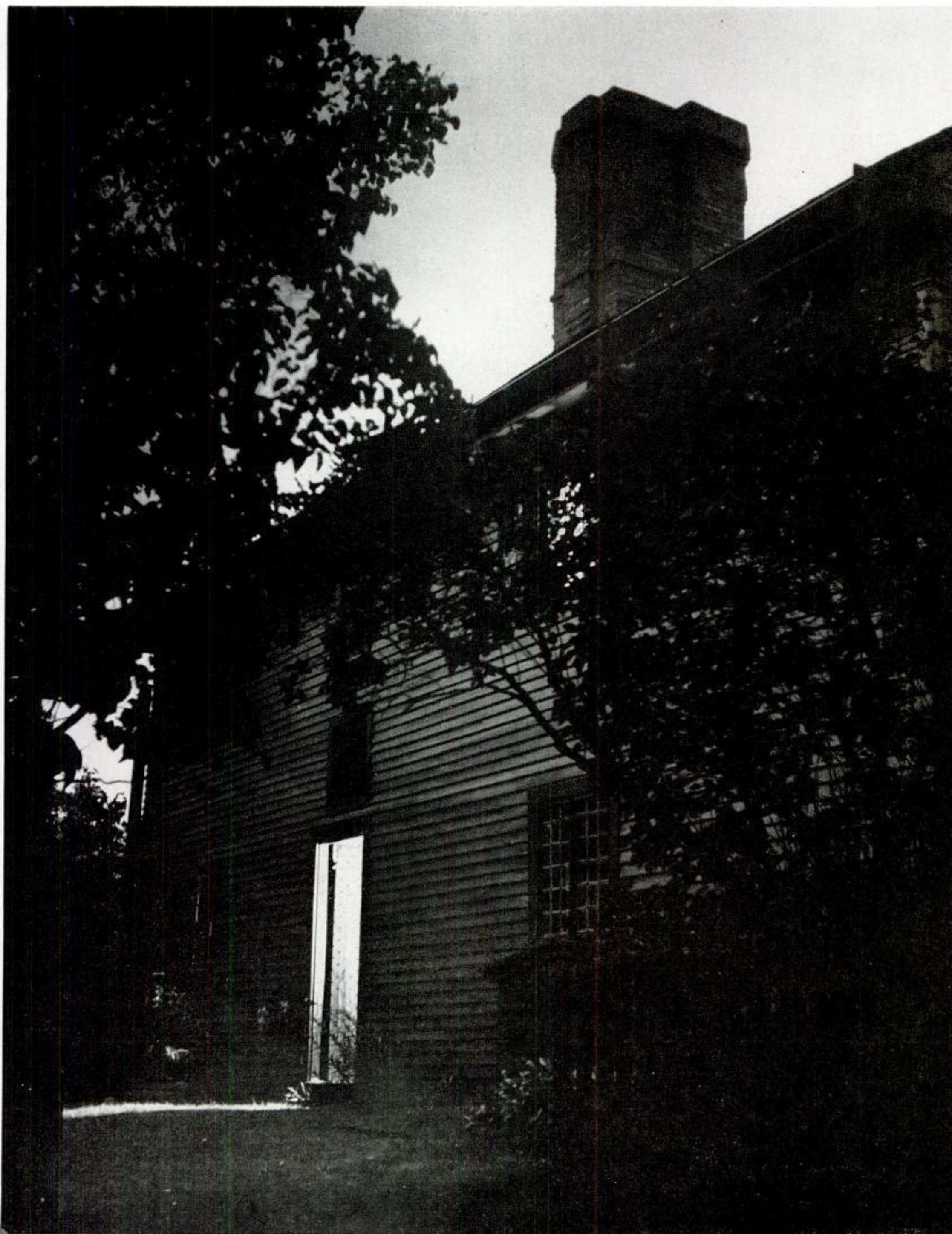
onion salt

Pungent Bulb, Powdered, Salted. Convenient way to get aroma and flavor of onion.



garlic salt

Scented Bulb, Powdered, Salted. Convenient way to get tangy garlic flavor and aroma.



DARK AND BROODING, REBECCA NURSE'S HOUSE NEAR SALEM STANDS AS A REMINDER OF HER DEATH

The Devil in Massachusetts

BOOK SHEDS LIGHT ON SALEM WITCHES



AUTHOR STARKEY AND HER CAT

Two hundred and fifty-seven years ago in the village of Salem, Mass. occurred one of the most remarkable—and frightening—manifestations of mass hysteria in American life. It all started when three old women were accused of witchcraft on the testimony of some hysterical and malicious teen-age girls—among them one named Ann Putnam—who were suffering from “fits.” Within four months 13 women and six men were hanged before the panic had subsided.

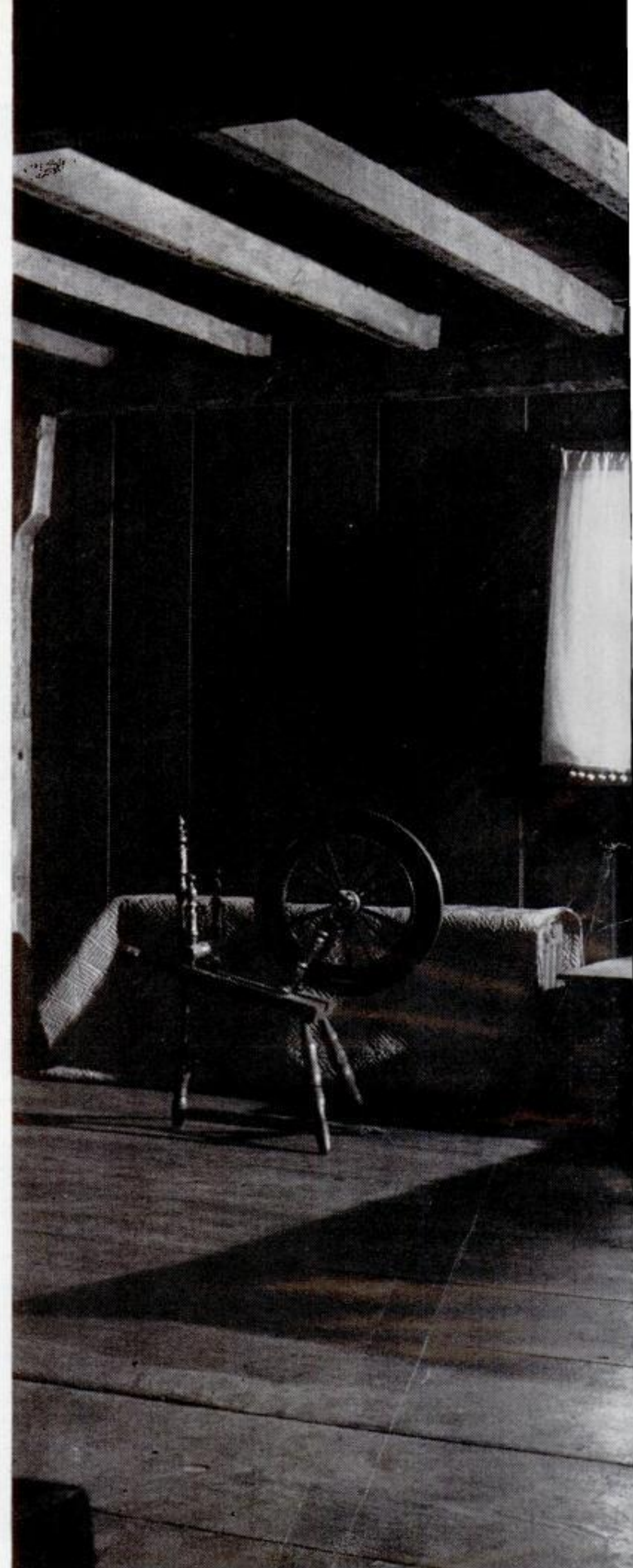
What caused it? Was it mass psychosis or only a few minor hatreds that motivated the trials? In a fas-

cinating new book called *The Devil in Massachusetts* (Knopf, \$3.50) Marion L. Starkey says that boredom, drudgery and fear of Hell were responsible for the hysteria. Particularly poignant is her account of 71-year-old Rebecca Nurse, told in pictures on this and the next three pages. Rebecca's only shortcomings were deafness and a temper. Nevertheless, and in spite of her great religious devotion, she was convicted on “spectral evidence” by the same little girls. On Tuesday, July 19, 1692 she and four others were carted to Gallows Hill. Hanging them took only a few minutes.



REBECCA'S WINDOW, in her house which still stands, looked out on her flax garden. One day she

saw Neighbor Holton's pigs in garden, scolded him roundly. Soon after, he was "taken with fits," died.



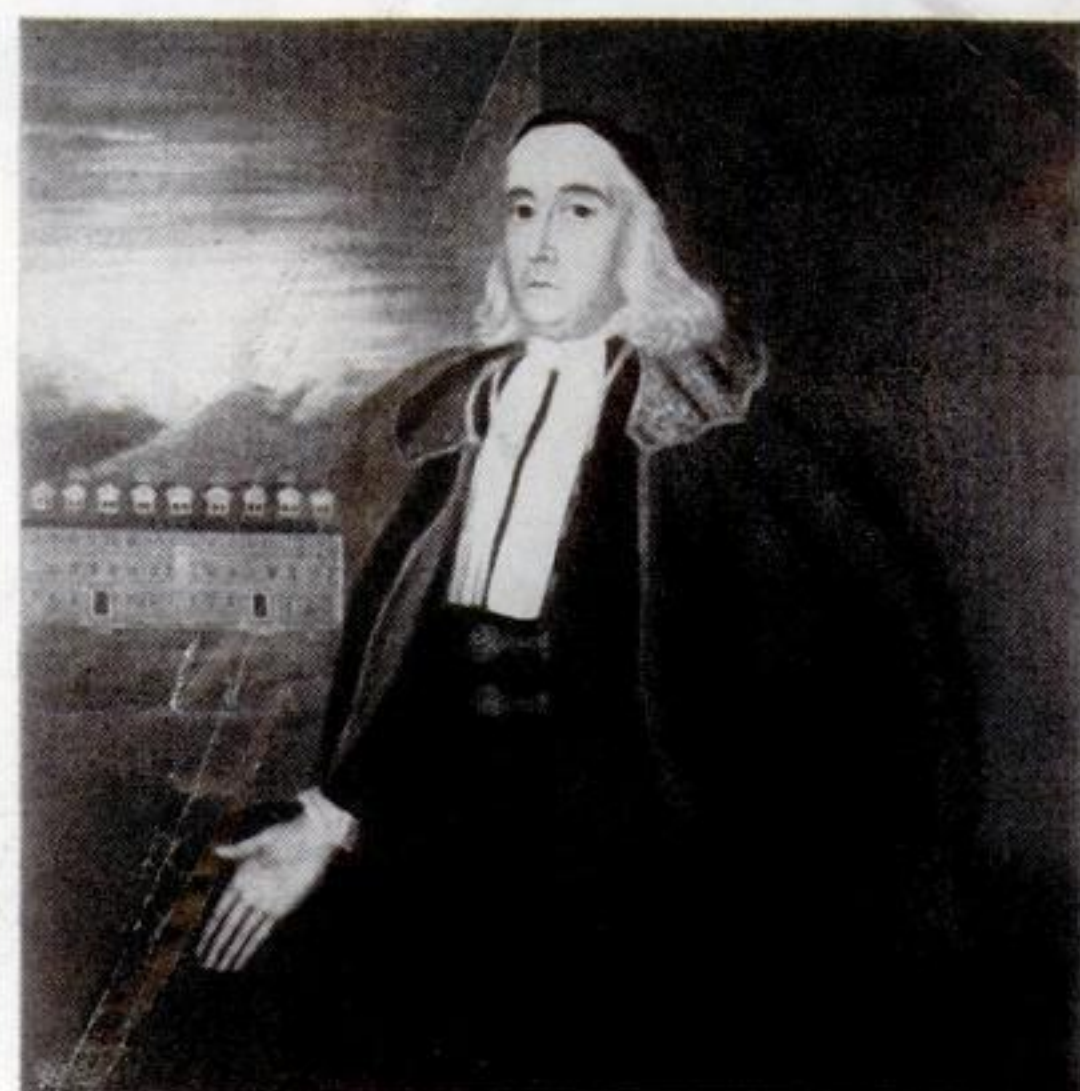
IN REBECCA'S ROOM her friends came, as she lay ill in her bed, and warned her that she had been "cried out



PINS were supposedly used by "witches" to torture their victims and these exhibits were introduced in Rebecca's trial. However Rebecca's daughter testified she had seen a girl pull out pin and prick herself.



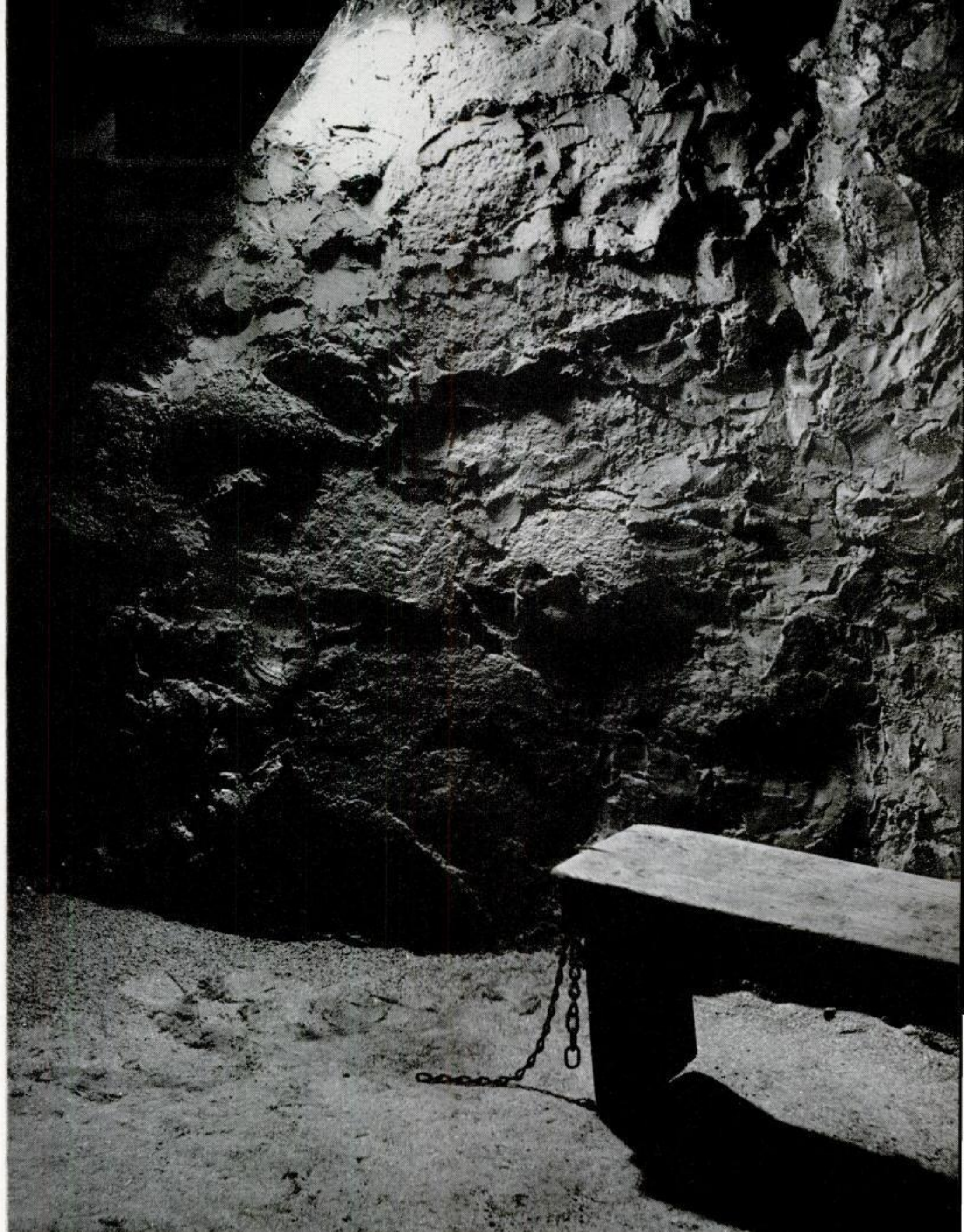
HYSTERICIS indulged in by the accusing girls in courtroom are shown in old painting. When magistrate asked Rebecca if she was a witch, girls all threw themselves on the court floor and began to scream.



JUDGE at Rebecca's trial, William Stoughton, disapproved of jury's first verdict of "not guilty," told them to reconsider, had final question put to her. When, from deafness, she failed to reply, jury changed to "guilty."



on" as a witch by young Ann Putnam. She replied to them, "As to this thing, I am innocent as the child unborn."



WITCH JAIL, as it is now called, is actually a Salem cellar containing timbers from the original jail,

which was torn down in 1813, where Rebecca languished for almost four months before her execution.



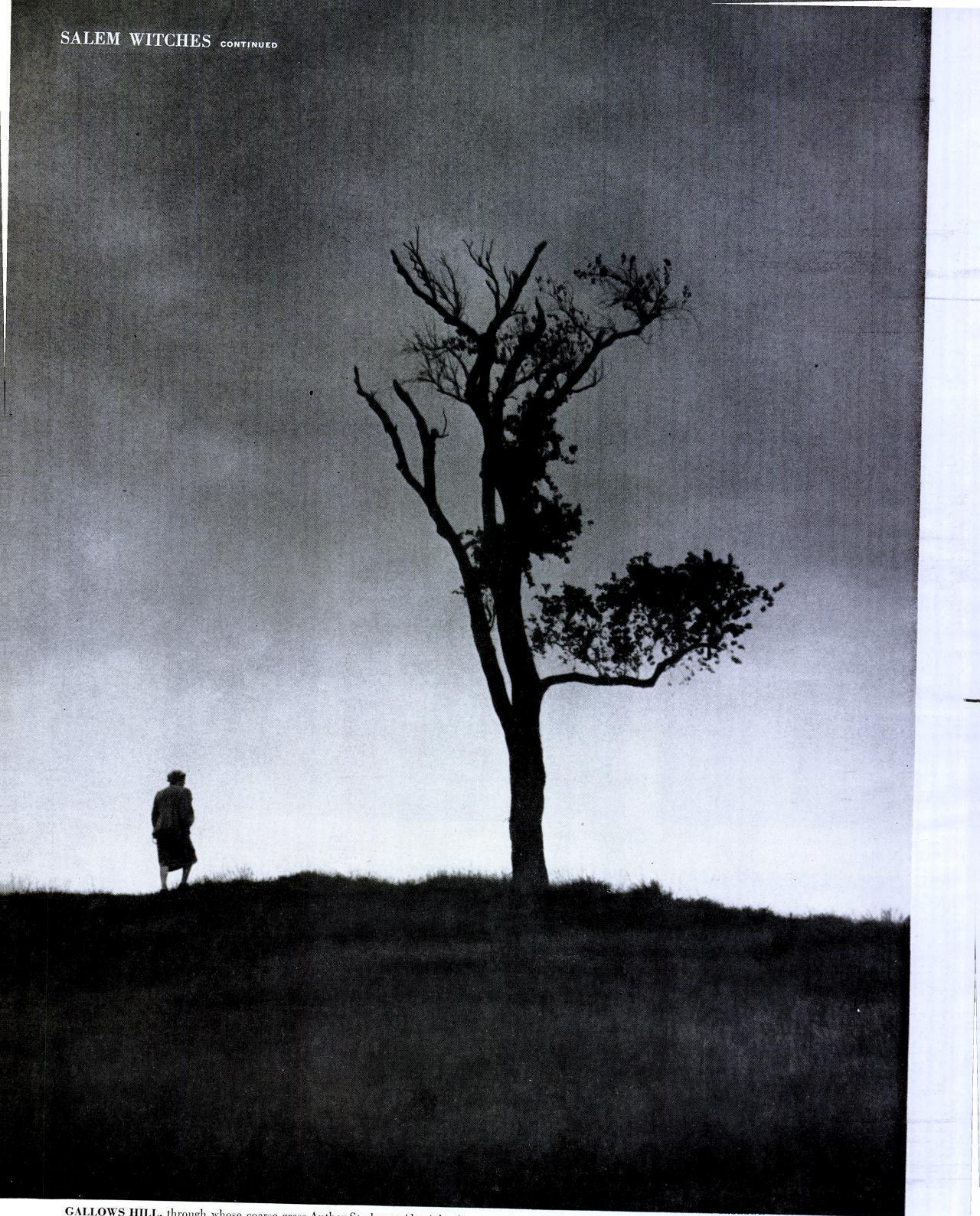
MONUMENT in Nurse family burial ground in Salem carries a tribute to Rebecca by Poet John Greenleaf Whittier. Rebecca's family rescued her body from Gallows Hill shortly after the hanging and secretly transported it here.



TODAY'S REBECCA is Rebecca Nourse Bennett, who lives in Marblehead, Mass., a direct descendant of Rebecca. Other Nurse descendants: Poetess Amy Lowell and Representative Edith Nourse Rogers.



TODAY'S ANN PUTNAM is descended from Joseph Putnam, uncle of Ann Putnam who originally accused Rebecca of witchcraft. Ann Putnam publicly repented her actions in 1706. She never married.



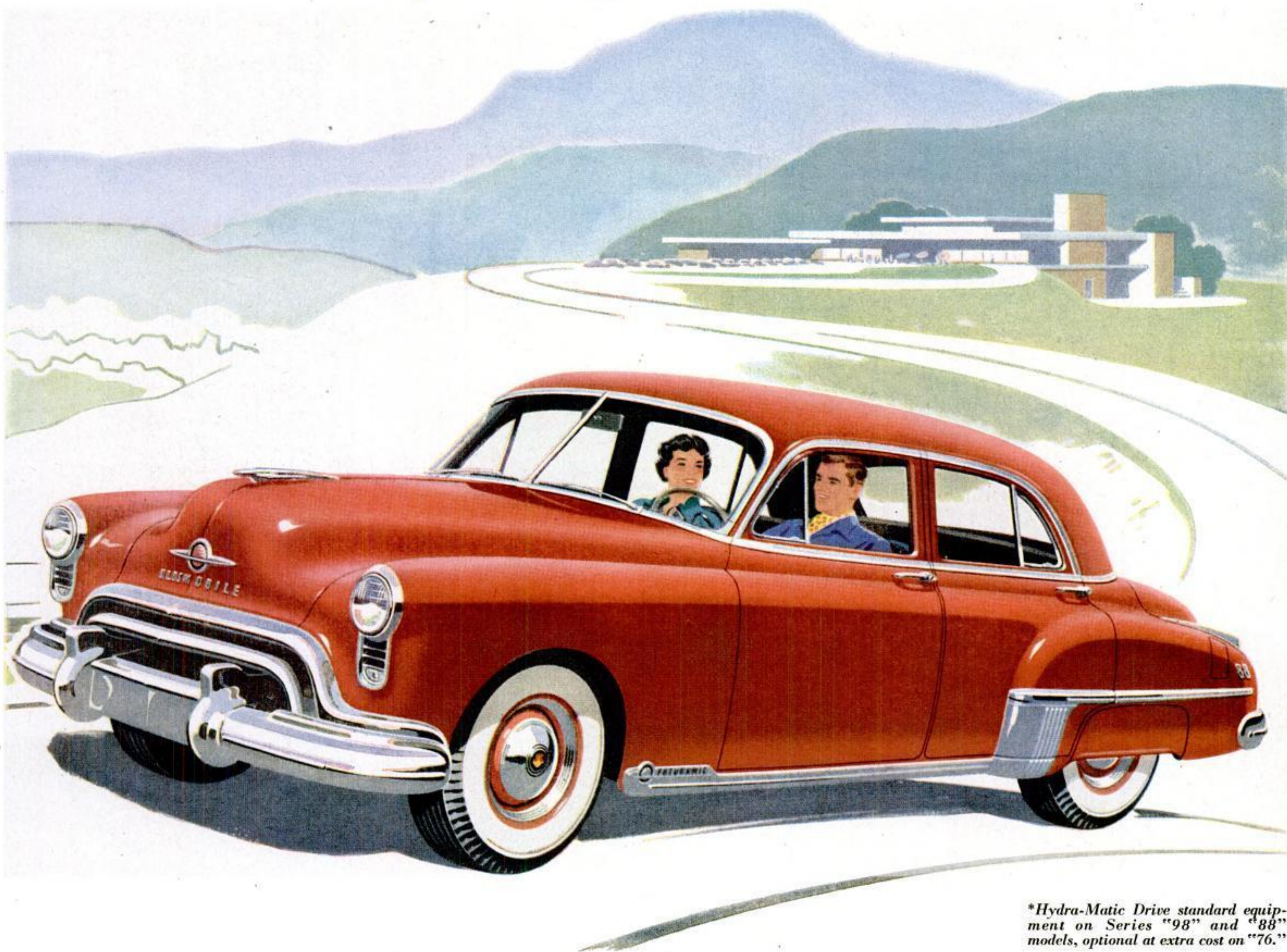
GALLOWS HILL, through whose coarse grass Author Starkey strides (*above*), is on outskirts of Salem. Here Rebecca and 18 others were hanged from a "great

oak tree." One accused witch died in prison. Another, Giles Cory, was crushed by stones in an effort to make him confess. All he would say was, "More stones."

*Hottest Number
on the Highway!*

"88"

LOWEST-PRICED CAR
WITH "ROCKET" ENGINE



**Hydra-Matic Drive standard equip-
ment on Series "98" and "88"
models, optional at extra cost on "76."*



Cruising around a curve! Sweeping over a hill! Winging along a straightaway! You take them all in the same easy stride with "Rocket" Engine power. Every time your foot taps the gas pedal, you thrill to the incredible response of this "Rocket" Engine car. You're discovering the "88"—Oldsmobile's brilliant new Futuramic! You're finding out why this lowest-priced "Rocket" Engine car is called "the hottest number on the highway!" Smoothly—surely—nimble, you move across the land—over the backroads—along the boulevards—anywhere a car can go. This is driving at its very best! No gears to shift—no clutch to push as smooth, automatic Hydra-Matic Drive* teams up with the thrilling power of the "Rocket." So make a date with the "88" at your Oldsmobile dealer's and see how wonderful driving can be!

"The New Thrill"
FUTURAMIC

OLDSMOBILE

A GENERAL MOTORS VALUE

Stack 'em butter 'em syrup 'em

**LIGHTER
PANCAKES
ARE HERE**



*You and Ann Pillsbury
can make a great team*

Ann Pillsbury has developed a new lightness in pancakes, and has kept all that old-time goodness, too. Now, with this mix, it's easy for you to make really light, delicious pancakes every time.



Three original Rogers silverplated teaspoons. Exclusive Lady Ann pattern—only 50¢ and six coupon values. Send to Pillsbury, Box 150, Minneapolis, Minn. Write for free premium booklet on Pillsbury Premium Plan. Savings up to 50% on complete silverware service and other valuable articles. Extra-Value Coupons with all Pillsbury packages.



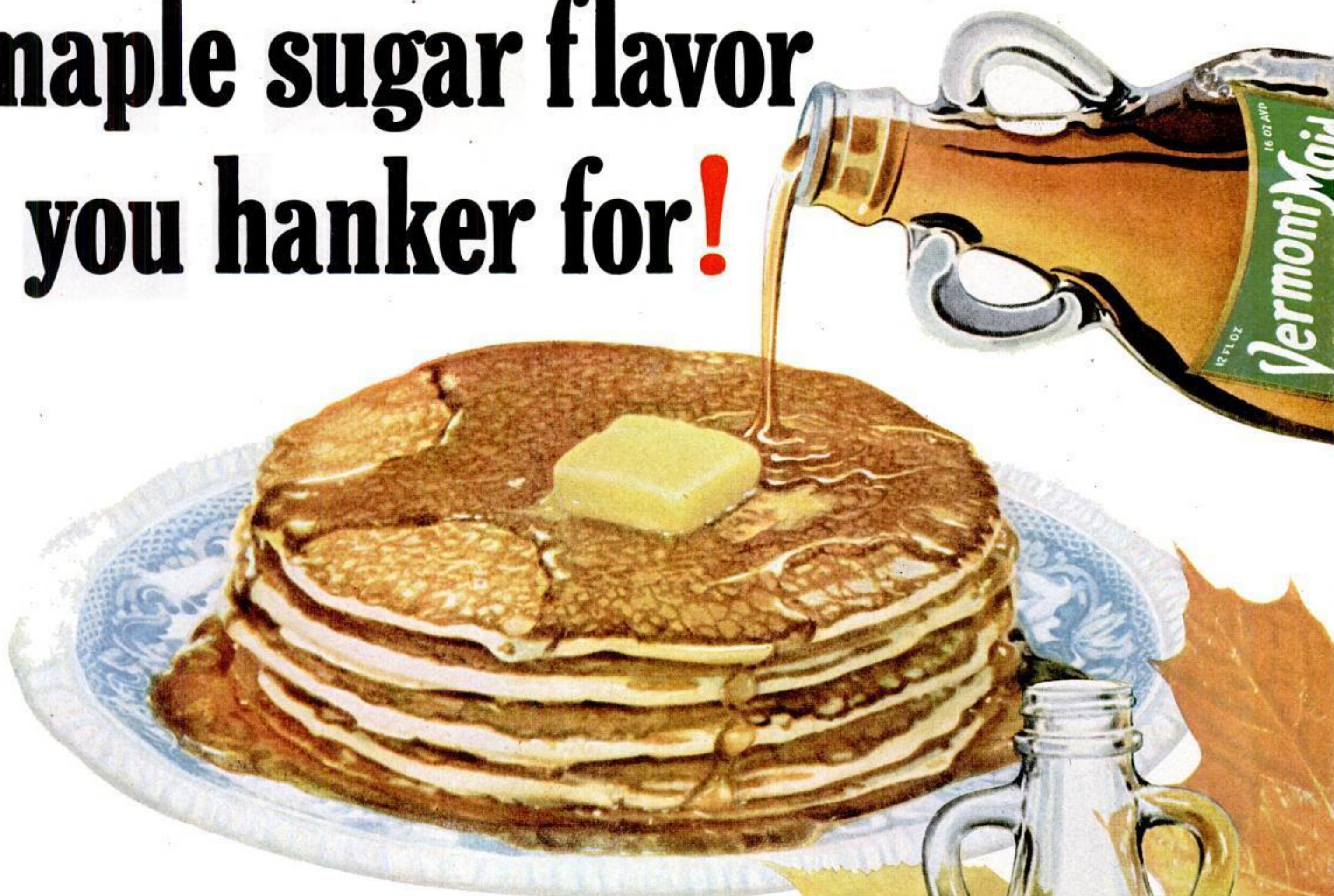
It's another great mix from Pillsbury Mix Headquarters. Marvelous for waffles, too. And for good old-time buckwheats with new lightness get Pillsbury Buckwheat Mix.

Pillsbury PANCAKE MIX

Haven't you wished that pancakes could be lighter? Most people have. And, step by step, Pillsbury has improved this famous mix until now this is the one mix in America that gives you pancakes with such wonderful lightness. Fluffy, tender. Rich, golden color. Tempting flavor. Extra tempting with butter and syrup! (Easy, just add milk.) Why not take fork in hand and sample these lighter pancakes soon!

© P. M. I.

**The real
maple sugar flavor
you hanker for!**



For Vermont Maid Syrup, our skilled blenders select maple sugar that is unusually rich and full-flavored; then blend it with cane sugar. This blend gives you, at moderate cost, real maple sugar flavor that is uniformly rich and delicious.

Enjoy Vermont Maid Syrup today. Your grocer now has it in attractive glass jugs, ready for your table.

Penick & Ford, Ltd., Inc., Burlington, Vermont.

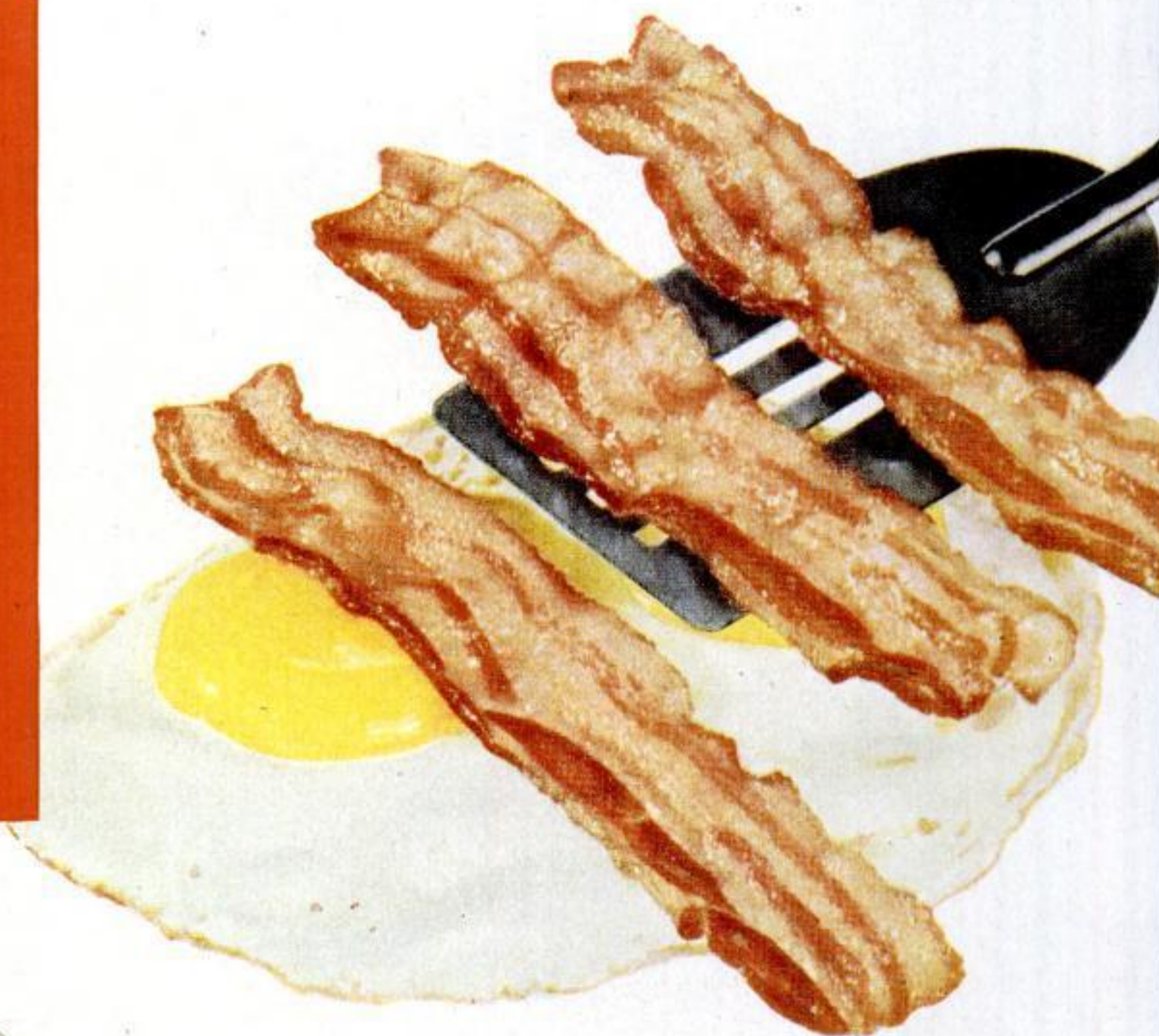
**Vermont Maid
SYRUP**





Nourishing MEAT

For a real breakfast!



*You knew it was good . . . but . . .
did you know it was this good?*

Ten minutes more sleep can't begin to do what breakfasts like these do—so wake up and eat!







The flavor of meat for breakfast does more than wake up your taste buds. It seems to wake you up all over.

Meat for breakfast gives you the kind of nourishment that carries you all through the morning. It supplies food energy, B vitamins and body-building *complete* protein in one happy combination. That's why meat for breakfast helps every member of your family start the day right.

AMERICAN MEAT INSTITUTE Headquarters, Chicago • Members throughout the U.S.

Meat as a Source of Protein, B Vitamins and Iron

ALL RATINGS
BASED ON
COOKED VALUES

KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			FOOD IRON
		THIAMINE (B ₁)	RIBOFLAVIN (B ₂)	NIACIN	
 PORK	Excellent	Excellent	Fair	Excellent	Excellent
 BEEF	Excellent	Fair	Excellent	Excellent	Excellent
 LAMB	Excellent	Fair	Good	Excellent	Excellent
 VEAL	Excellent	Good	Good	Excellent	Excellent
 VARIETY MEATS (LIVER, HEART, KIDNEY)	Excellent	Excellent	Excellent	Excellent	Excellent
 SAUSAGE (FRANKFURTERS, BOLOGNA)	Excellent	Good	Good	Good	Excellent

All meats also contain the minerals copper and phosphorus in significant quantities



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

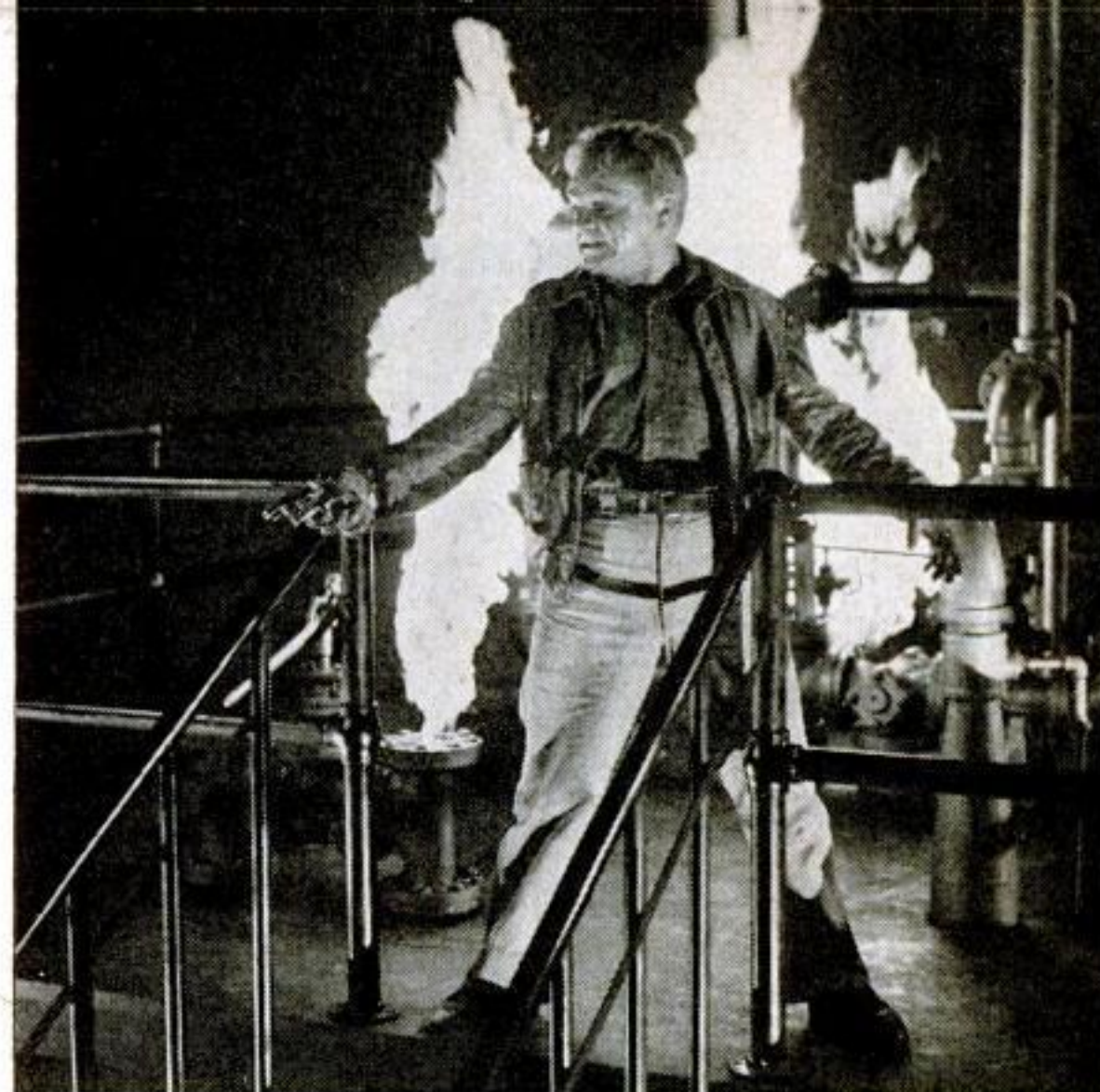
CAGNEY KILLS AGAIN

The screen's First Gangster brings back to life his bad old days

Older moviegoers can easily recall Jimmy Cagney as the snarling, sneering desperado of *Public Enemy* (1931), the kind of gangster picture that made him a star. But youngsters who have seen only his more recent films were getting to know him as a big-brotherly, sentimental and generally unconvincing character. To let the kids see Cagney as he was in happier days, Warner Brothers has produced a wild and exciting mixture of mayhem and madness, called *White Heat*, in which

Cagney plays a bestial killer named Cody Jarrett.

Hollywood has, however, grown more sophisticated since the old days, and Cody is presented not merely as a gangster but, in the studio's words, as "a homicidal paranoiac with a mother fixation." Neither the psychiatry nor the complicated plot bothers audiences which have seen the film. They screech with joy when the hero appears pummeling society with both hands and both feet, a tigerish snarl on his lips. The old Jimmy is back again.



GUN IN HAND, HE MEETS DOOM ON FLAMING GAS TANK



GANGSTER RUNS AMOK in the prison mess hall when he learns from his fellow prisoners that his mother has been murdered by one of his henchmen. The movie put

the whole blame for the gangster's career of crime on his misguided mother, who kept filling his unstable mind with delusions that he would one day be "on top of the world."

3-WAY FAVORITE!



CHOOSE THE ONE BLENDED
WHISKEY THAT GIVES YOU ALL 3



Every drop

90 PROOF

rich, robust, delicious!



CHOICE QUALITY

* 35% Straight Whiskies
65% Grain Neutral Spirits



WINNING PRICE

America's Greatest
Whiskey Value!



FLEISCHMANN'S PREFERRED

* THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES. 65% NEUTRAL SPIRITS DISTILLED FROM GRAIN. 90 PROOF. BLENDED WHISKEY. THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

Cagney CONTINUED

STARS HAVE COME FULL CIRCLE

Cagney's reappearance with a Tommy gun was one way of solving a problem that has been irritating all the major studios: what were they going to do with their aging stars? As the average age of the moviegoer descends through the teens, the most glamorous males of yesteryear find themselves looking like grandfathers to most of their public. One solution is to treat them frankly like grandfathers: cast Gable as a general (*Command Decision*) and Edward G. Robinson as a lachrymose clairvoyant (*Night Has a Thousand Eyes*). But a more popular one is to pretend that nothing has changed and put at least some of them back in the kind of lawless roles which first made them famous (*below*).



CAGNEY AS BRUTE made his first and most indelible impression on the public by mashing a grapefruit in Mae Clarke's face in *Public Enemy* (1931), one of the first gangster pictures. He is up to his old tricks in *White Heat*, as shown by picture at right, in which he is knocking Virginia Mayo off a chair.



GABLE AS GAMBLER (left) appeared in *San Francisco* in 1936, when he was riding the high tide of popularity. After a depressing number of postwar appearances in such roles as an idealistic advertising copywriter (*The Hucksters*), Gable is back at his old tricks, too (right) in *Any Number Can Play*.



ROBINSON AS GANGSTER was one of the thrills of the 1930 season, when he appeared in the title role in *Little Caesar* (left) and set a whole generation of Hollywood criminals talking like him. Last year he was back again in the old traces as a bigtime gangster (right) menacing Humphrey Bogart in *Key Largo*.

PINCH PINCH PINCH

extra pennies, nickels, dimes

with **QUALITY UNDIES** of *Spun-lo*

Yes, these are penny-pinching times! Time to buy panties, slips and gowns of Spun-lo! This quality rayon fabric saves you money in two ways. First—Spun-lo undies cost so little to start with. Second—they wear and wear and wear. And you'll love the caressing softness of Spun-lo fabric—the way it stretches and springs back with every motion. Keeps in smooth shape—with no ironing. No underwear was ever nicer to you and your budget.



IT MEANS EXTRA VALUE FOR YOU



As man's youth has gotten longer by decades, more and more men are taking a YOUNG man's care of their appearance!



THE METROPOLITAN OPERA'S EZIO PINZA, greatest actor-singer of his time, at 57, has the build and bounce of an athlete, is repeatedly placed in national polls as one of the world's 10 best-dressed men. He is calm, cheerful, co-

operative, totally *un-operative* in temperament. He lives quietly in Rye, New York, plays an excellent game of bridge, loves roughhousing with his children, Clelia, 8, and Pietro, 5 and with Larch, the family Dalmatian.

Especially since the war. This trend toward THE YOUNG, HEALTHY LOOK took another jump upward as men came back . . . with the military's first-rate grooming habits more or less built in.

Clearly, once a man has acquired the habit of looking healthy, he tends to stay with it. For when you're looking your best . . . young, fit, happy . . . things just seem to come your way. You like people; they like you. The world is fresh and interesting. There's a bang in just living. Yet this is one of those best things in life that is free.

"We rose from the ape, because, like him, we kept monkeying around," says James Harvey Robinson. Science experimented until it has added 16 years to your life just since your father's day. If you will take a few extra pains, you can splice that 16 years right into your middle youth!

It's sound business to take an extra minute, for example, over shaving . . . make a kind of personal insignia of a scrubbed, out-of-doors skin freshness. Everyone enjoys looking at a man with that kind of face.

Here's what to do with that extra minute; before you shave, give yourself a steaming hot-water application. Because your barber knows how good it makes you look, he slaps it on after you're shaved, and just before you look in the mirror. But here's news: give yourself a hot-water application with your wash cloth or towel before you shave, and you do your face two big favors: you wake up its youthful ruddiness, and hot water softens the hair so that shaving is faster, cleaner, easier.

Try it a few mornings; see how it helps! Both your shave, and your color. . . . But an even more important skin-bracer is the everyday use of Williams Aqua Velva.

SPECIAL PREPARATION TONES AND ACTUALLY SOOTHES YOUR SKIN

There's a special ingredient in Williams Aqua Velva for each of these functions. In fact, a cool splash of Williams Aqua Velva does a number of things . . . does them so unusually well that W.A.V. has become the world's most popular after-shave lotion.

It soothes your skin. Your face will never feel four sizes too small after you shave, if you give it a refreshing douse of Williams Aqua Velva. You will find that W.A.V. keeps your skin flexible and comfortable, with its natural moisture intact. It lends first aid to scrapes or skin-breaks. It helps protect your skin from sun, wind, cold. It makes your skin feel happy by its tonic-freshness—has a masculine scent.

Brush? No Brush? Electric?

... Whichever you use, a preparation has been made especially to help keep you looking young and healthy.

SPECIAL PREPARATION FOR BRUSH USERS

Williams Shaving Cream offers your skin a new comfort—extract of lanolin—an emollient remarkably like that contained in all human skin. This extract is 25 times as concentrated as in plain lanolin, the well-known skin conditioner. In this new form, more is there for your skin than ever before. Found only in Williams Shaving Cream... it helps to keep your skin soothed, looking young and healthy.



FRANCIS GROVER CLEVELAND, son of Grover Cleveland elected U. S. president in 1885 and 1893. The family is one of America's oldest. The Cleveland place "Bonnytop" is near Tamworth, New Hampshire, adjacent to their famous poultry farm.

SPECIAL PREPARATION FOR BRUSHLESS SHAVES

Wipe off your face quickly with a dash of soap and water. Spread on creamy Williams Glider with your fingers. No brush is required. Glider contains a special ingredient which softens your beard and enables the razor's sharp edge to glide over your skin, cutting your whiskers close and clean without scraping.

Glider Brushless contains a highly refined, natural oil which leaves your face smooth, looking young and healthy.

If you are an electric—a Schick, Remington— WILLIAMS HAS PERFECTED A SPECIAL BEARD CONDITIONER— LIGHTNING LECTRIC

Here's how Williams Lightning Lectric improves your electric razor performance—gives better shaves faster:

It softens your beard so that the whiskers almost wipe off.

It lubricates your skin.

It prevents the sticky perspiration from clogging or slowing up your razor. Leaves your face looking young and healthy.

AFTER ANY OR ALL SHAVING— THE WORLD'S MOST POPULAR AFTER-SHAVE LOTION

When you go out for the evening... yes, any time you want a quick refresher... use Williams Aqua Velva. And never miss Aqua Velva after your shave. For, regularly administered, this circulation-rouser brightens and braces your skin, keeps it looking young and healthy.

A few fellow-members of the Aqua Velva After-Shave Club: Albert Spalding, Lauritz Melchior, Ted Husing, Lucius Beebe, Louis Bromfield, Maj. George Fielding Eliot, Burgess Meredith, George Biddle, Ralph Bellamy, Norman Rockwell, Ely Culbertson.

Having acquired the Aqua Velva habit, these young-and-healthy-looking gentlemen (along with several million others) just don't feel right without it.

Williams has held an important share of the world's shaving-aids business for over a hundred years for a very good reason. Men feel Williams products do their job just a little better than the others. Year after year, more and more men who like to keep their weight down, their hair on, their appearance up take to using Williams shaving preparations. They take a young man's care of their appearance—they keep their youthful look longer—by decades.



REAR ADMIRAL HAROLD B. MILLER, U. S. Navy, Retired, hails from Newton, Iowa, is an aviator, an author, and a golfer... was the youngest rear admiral in the Navy, prior to his recent retirement.

Williams

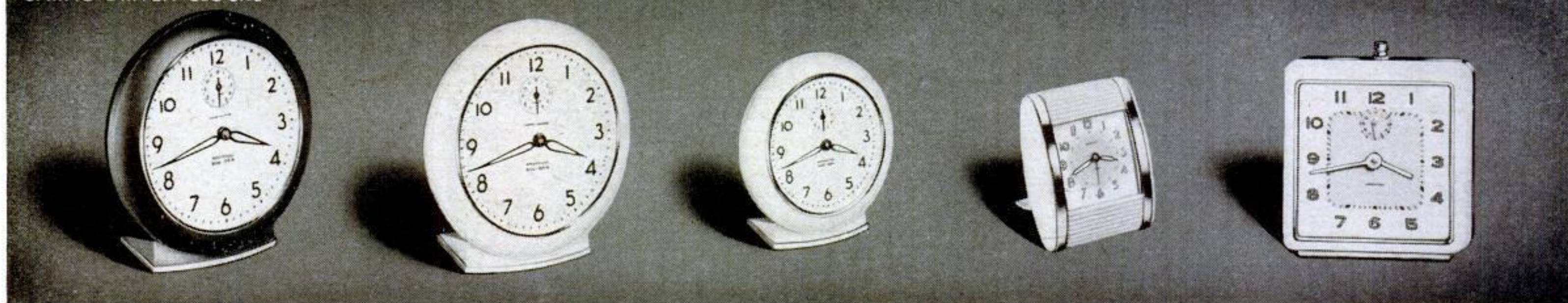
TOILET PREPARATIONS FOR MEN

SIX GENERATIONS HAVE USED THEM FOR GOOD APPEARANCE



Time to get those Westclox
you've promised yourself

SPRING DRIVEN CLOCKS



BIG BEN LOUD ALARM "Fire alarm call". \$4.75. With luminous dial, he's one dollar more.

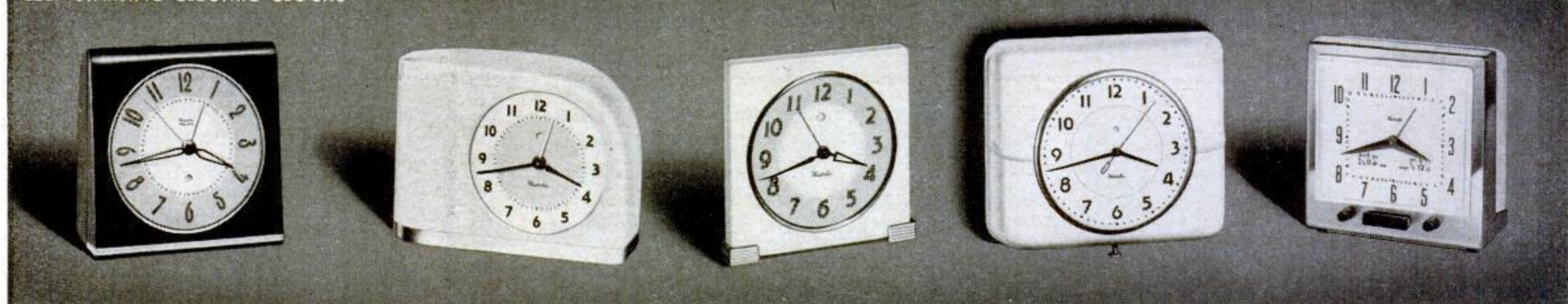
BIG BEN CHIME ALARM "First he whispers, then he shouts". \$5.75. Luminous dial, a dollar more.

BABY BEN ALARM Alarm adjusts to loud or soft. \$4.75. Luminous dial, a dollar more.

TRAVALARM You can take it with you. Shutter closes clock for travel. Luminous. \$6.95.

GENERAL Attractive new Westclox alarm. A good value. \$3.50. Luminous dial, a dollar more.

SELF STARTING ELECTRIC CLOCKS



BIG BEN ELECTRIC ALARM Exquisitely designed. \$8.95. Luminous dial, a dollar more.

MOONBEAM ELECTRIC ALARM New idea! First call is a blinking light—then he rings. \$9.95.

LOGAN ELECTRIC ALARM Cheerful bell alarm. \$5.95. With luminous dial, a dollar more.

BELFAST Electric wall clock. Choice of four popular colors; white, ivory, green, red. \$4.95.

SWITCH CLOCK The clock with a "brain". Automatically turns appliances on and off. \$12.50.

WRIST AND POCKET WATCHES



LASALLE Chrome finish front case. \$5.95. Luminous, one dollar more.

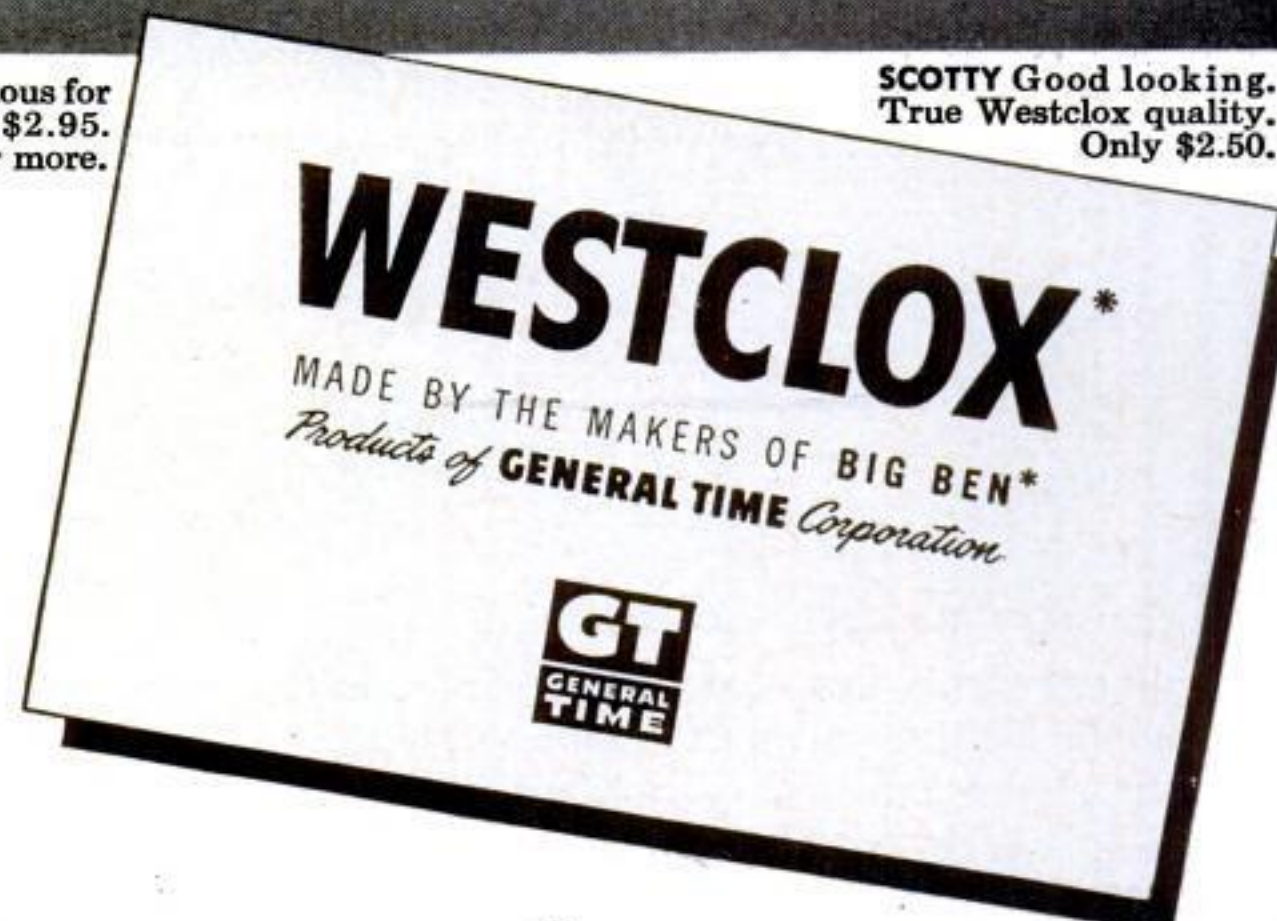
RAJAH Handsome for dress—sturdy for work. Chrome finish case. \$9.95.

LANCE 10kt. rolled gold plate front case, stainless steel back. \$11.95.

POCKET BEN Famous for dependability. \$2.95. Luminous, dollar more.

SCOTTY Good looking. True Westclox quality. Only \$2.50.

WESTCLOX ON PARADE! National Westclox Week is Sept. 24-Oct. 1, a wonderful time for you to check your clock and watch needs! Westclox presents a beautiful array of springwound alarm clocks in various designs and finishes—electric alarms, electric wall clocks—wrist watches, pocket watches. In addition to plain dials, most Westclox are available in luminous dials that you can read in the dark. See them—at Westclox counters in jewelry, drug, department, hardware, and electrical stores.



prices quoted do not include tax and are subject to change • WESTCLOX, LaSalle-Peru, Illinois; In Canada, Western Clock Co., Limited, Peterborough, Ontario. *Trade Mark Reg. U. S. Pat. Office!



"ZIP-TEASE" HATS (*right*) carry the separate trend into headgear. For \$5.50 a customer gets a cloche frame of buckram (*below*) and a red plush cover. The mustard and plaid covers may be purchased separately at \$2.95 each and are zipped on or off as the occasion or outfit demands.

Separates

THEY MULTIPLY USES OF FALL CLOTHES

By purchasing her clothes in separate pieces—individual skirts, blouses, jackets—a woman who is size 14 above the waist and 16 below can save herself time, trouble and money. By combining "separates" in different ways and with clothes she already owns, she can make two old dresses look like four new ones.

These benefits have boomed sales of separates to an all-time high (30% of the nation's dress business) this fall. Department stores all over the U.S. have installed or are hastily setting up departments in which almost anything can be combined with anything else.

The idea has even spread to accessories: a new John Fredericks Jr. hat, the "Zip-Tease," consists of a simple cloche frame of buckram over which are zipped separate covers of various materials and colors.

To demonstrate what can be done with separates, LIFE selected three—jacket, wool skirt, blouse—and asked a New York society matron, Mrs. Philip Isles; a career girl, Model Pat Donovan, and a teenager, Madelaine Balcar (LIFE, March 21) how they would wear them. To see how three women and three separates combine into nine outfits, turn the page.

CONTINUED ON NEXT PAGE

Three separates make nine costumes



BOX JACKET

Camel's hair waist-length jacket (Sportswear Originators, \$29.95) is worn by young Mrs. Isles with matching skirt, Daché beret and ocelot umbrella. Career Girl Pat Donovan uses same jacket over velveteen short evening dress (a new idea for fall). Teen-ager Madelaine combines jacket with beret, plaid skirt. Shoes (Capezio) match skirt.



WOOL SKIRT

Chinchilla skirt (by Marcy Sportswear, \$29.95) is combined by Mrs. Isles with blouse, matching shoes, lots of gold chain (Agnew) to make an informal dinner outfit. Pat Donovan makes street-wear outfit from skirt with matching cape and small skullcap. Madelaine converts skirt to sportswear by wearing ski shirt over sweater with white stockings.



BLOUSE

Sweater blouse (Cabana, \$10.95) cut like a sweatshirt is paired by Mrs. Isles with velveteen skirt and hat and leopard coat for cocktails. It becomes part of a street or country costume for Pat with the addition of a checked tweed skirt, red shoes and beret. Madelaine turns it into a comfortable lounging ensemble with some red fur plush slacks.

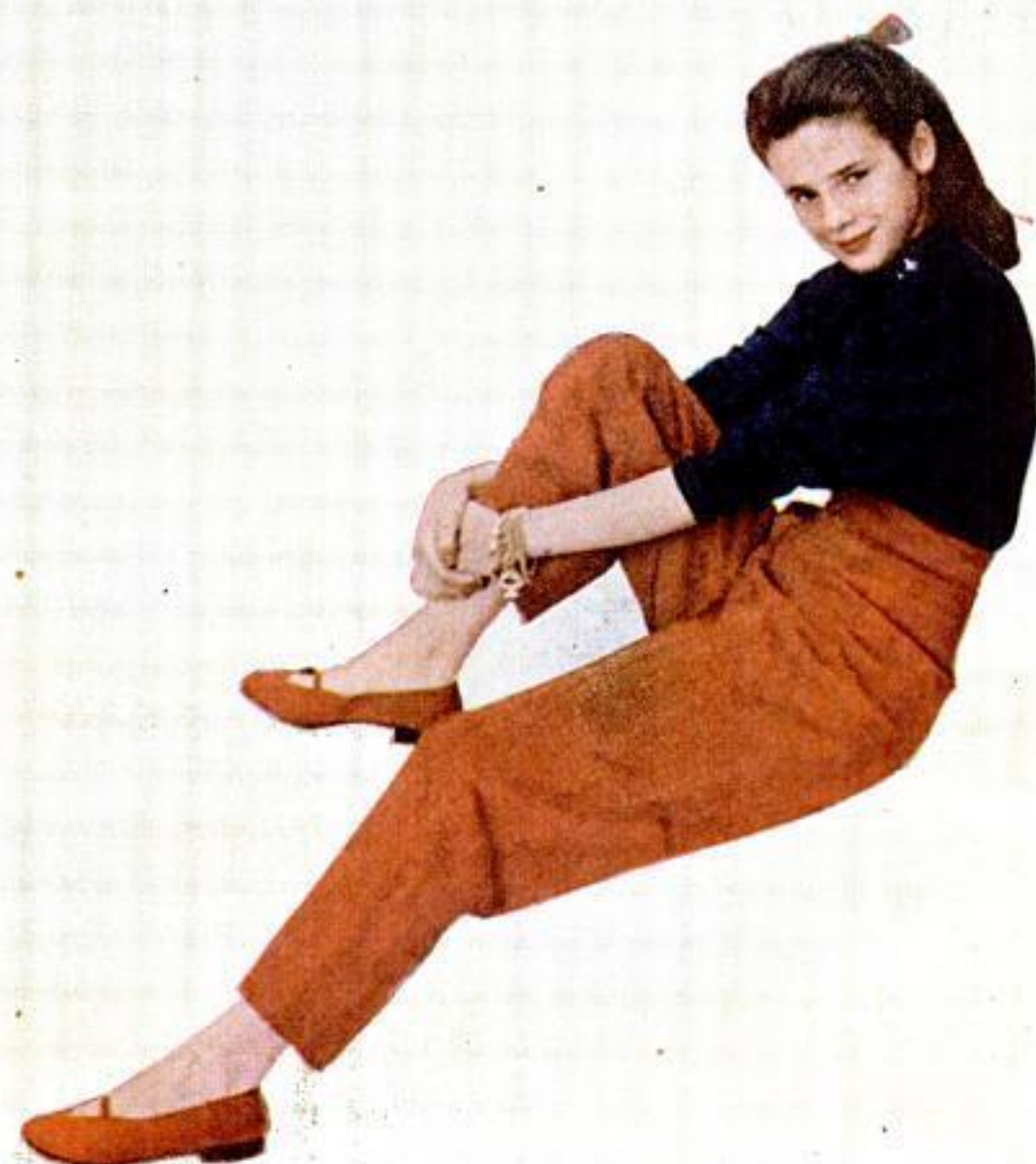
YOUNG
MATRON



CAREER
GIRL



TEEN-
AGER





EVENING VERSION of a separate is worn by Postdeb Niki de Saint-Phalle of New York. In this striking new outfit (Ceil Chapman, \$89.95) a fire-chief red

jersey sweater, made snug like a man's undershirt, is combined with an enormously bouffant skirt. Of pure silk taffeta, the skirt has two deep, plunging pockets.

PEPSODENT TOOTH PASTE

Helps Stop Decay Before It Starts!

*How famous Pepsodent film-removing formula helps
stop formation of tooth-destroying acid!*

Tooth decay is caused by acid. This acid is glued to the teeth by film. It is formed by mouth bacteria (lactobacillus acidophilus) when you eat sugars and starchy foods. Faithful brushing with Pepsodent Tooth Paste right after eating *reduces* acid formation—helps stop decay before it starts.



The film that makes
your teeth look dull
is Acid film that
speeds decay!
Pepsodent removes it!



Film never lets up!

Film forms night and day on everyone's teeth—on your teeth, too!

You can save yourself needless cavities, pain and expense by brushing right after eating with Pepsodent Tooth Paste. And by using film-removing Pepsodent you not only help stop formation of enamel-eating acid—but also remove the dull, dingy stains that collect in film . . . and germs that cause bad breath.

There is no safer, more effective film-removing dentifrice than Pepsodent. No other tooth paste can duplicate Pepsodent's film-removing formula. No other tooth paste contains Irium*, or Pepsodent's exclusive, gentle polishing agent.

So get the famous film-removing Pepsodent Tooth Paste today. Again we say—keep teeth free of film and see your dentist twice a year.

PEPSODENT'S GUARANTEE

For more than 14 years Pepsodent scientists have conducted continuing research to improve and perfect the film-removing action of Pepsodent Tooth Paste. We can guarantee, without reservation, there is no safer, more effective film-removing dentifrice than Pepsodent.

Get film-removing Pepsodent to-

day. Use it regularly after eating for just 7 days. If you don't agree Pepsodent Tooth Paste removes film better than any other dentifrice you've used—return the unused portion of the tube to Pepsodent Division, Lever Bros. Co., Department F, 141 W. Jackson Boulevard, Chicago 4, Illinois—and we will refund the money you paid.

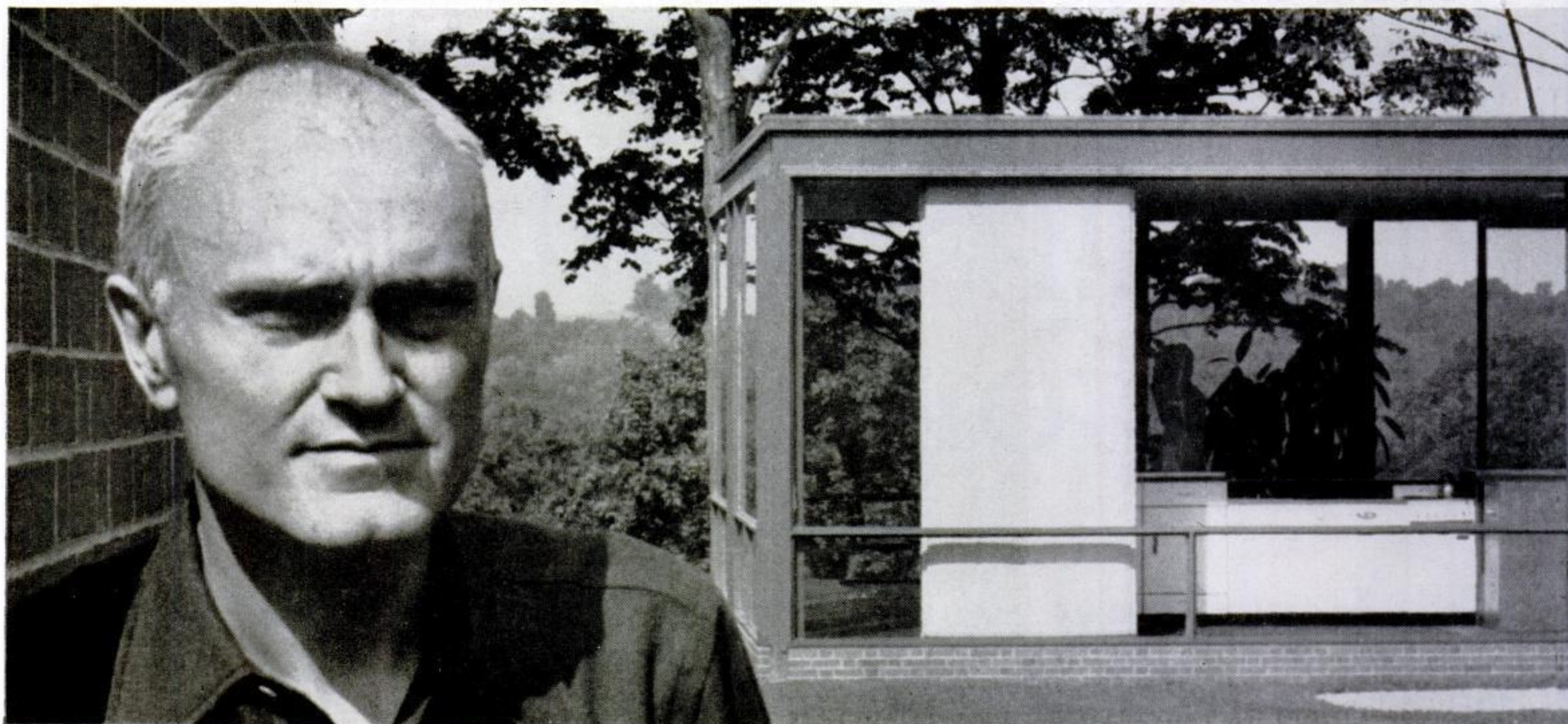
*You'll have brighter teeth and
cleaner breath when you*

**Fight tooth decay
with film-removing Pepsodent!**



Another Fine Product of
Lever Brothers Company

*Irium is Pepsodent's registered trade-mark for purified alkyl sulfate.



GLASS HOUSE

It consists of just one big room completely surrounded by scenery

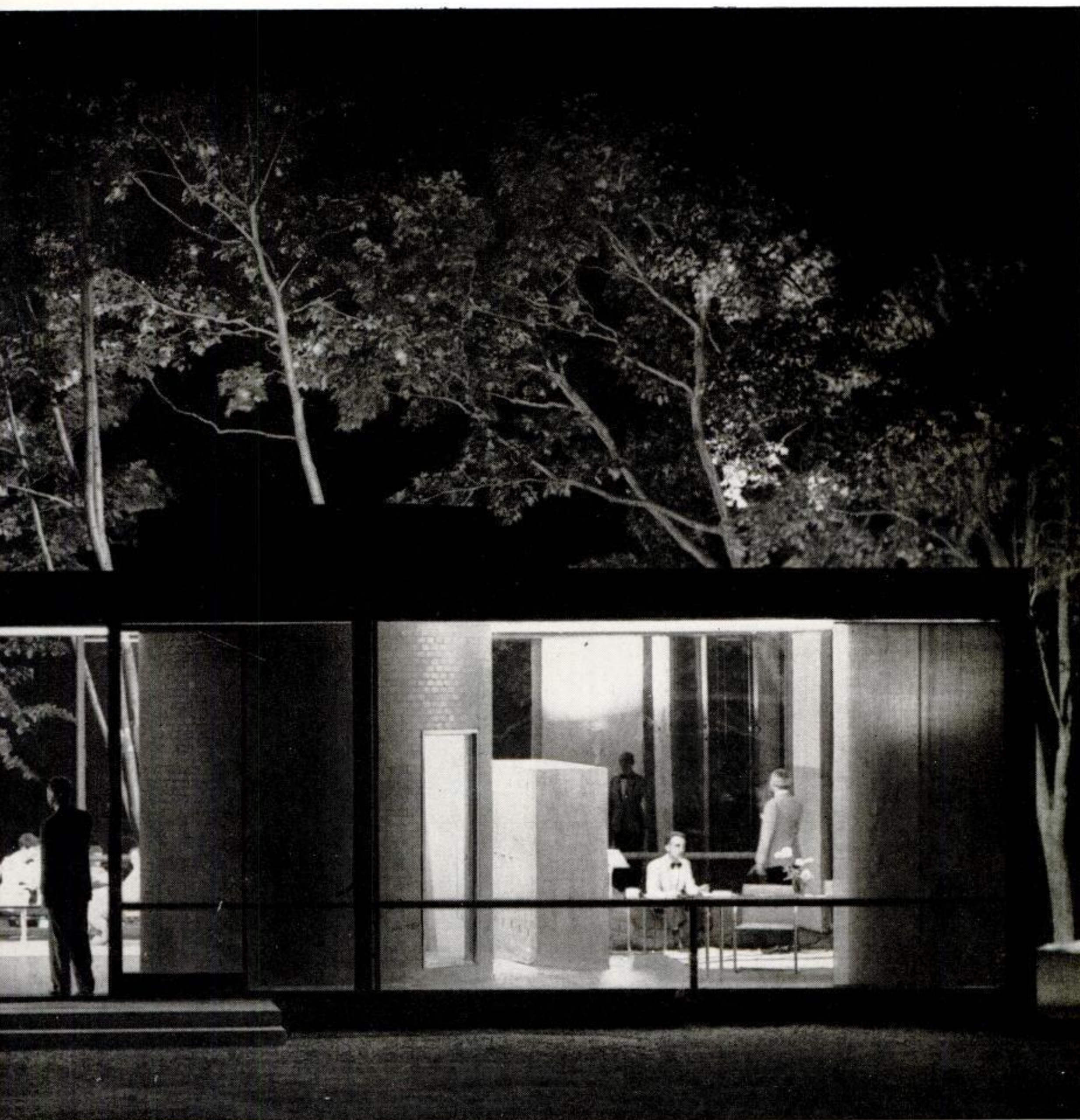
As director of the Museum of Modern Art's architectural department, Philip C. Johnson likes to build extremely modern houses and try them out on himself. His latest experiment, amid the hilly scenery near New Canaan, Conn., is the current conversation piece of U.S. architecture. It consists of two striking structures, one almost entirely transparent, the other almost completely opaque (p. 96). The first is a 32x56-foot building of only one room completely walled by glass. Kitchen, dining, sleeping and living areas are separated merely by cabinets which stop short of the 10½-foot ceiling or by such subtle demarcations as furniture placement or a rug. Only the bath, in a 10-foot-wide brick cylinder, is enclosed. The second building, 100 feet away and virtually windowless, has two guest bedrooms, a picture gallery and a study where Johnson can enjoy the contrast of feeling thoroughly walled in.

After living transparently for nine months, Johnson regards his experiment as a success. On 11 acres he has privacy. Heat loss through the plate glass is compensated for by solar heat. Johnson claims the weather's "feel" is spine-tingling; from his fireside a storm is exciting, new snow a lovely miracle. For friends who joke about the perils of stone-throwing, he has an answer: "People don't throw stones at shop windows. Why should they throw them at mine?"





BY DAY anyone can see right through the house. Vertical fiber screens, like those at left and right, shield the interior from the sun's heat. At left: Johnson.



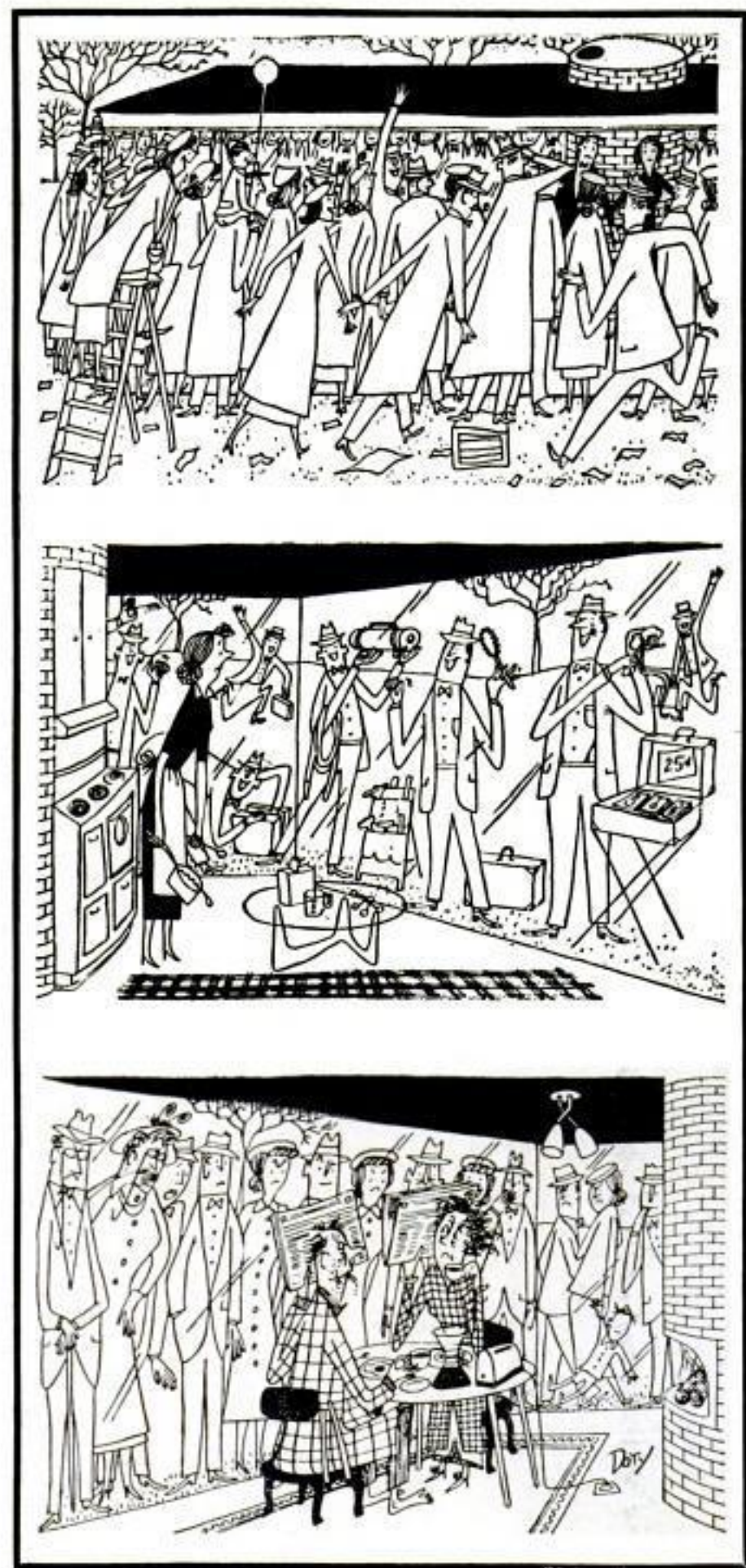
BY NIGHT floodlights illuminate trees outside. Low kitchen cabinets are at left, bath cylinder in center, "bedroom" at right. Dining area is beyond kitchen.



POLITE REQUEST had to be posted at entrance because of curious droves who came to see the house.

ITS GUESTHOUSE HAS PORTS, NO WINDOWS

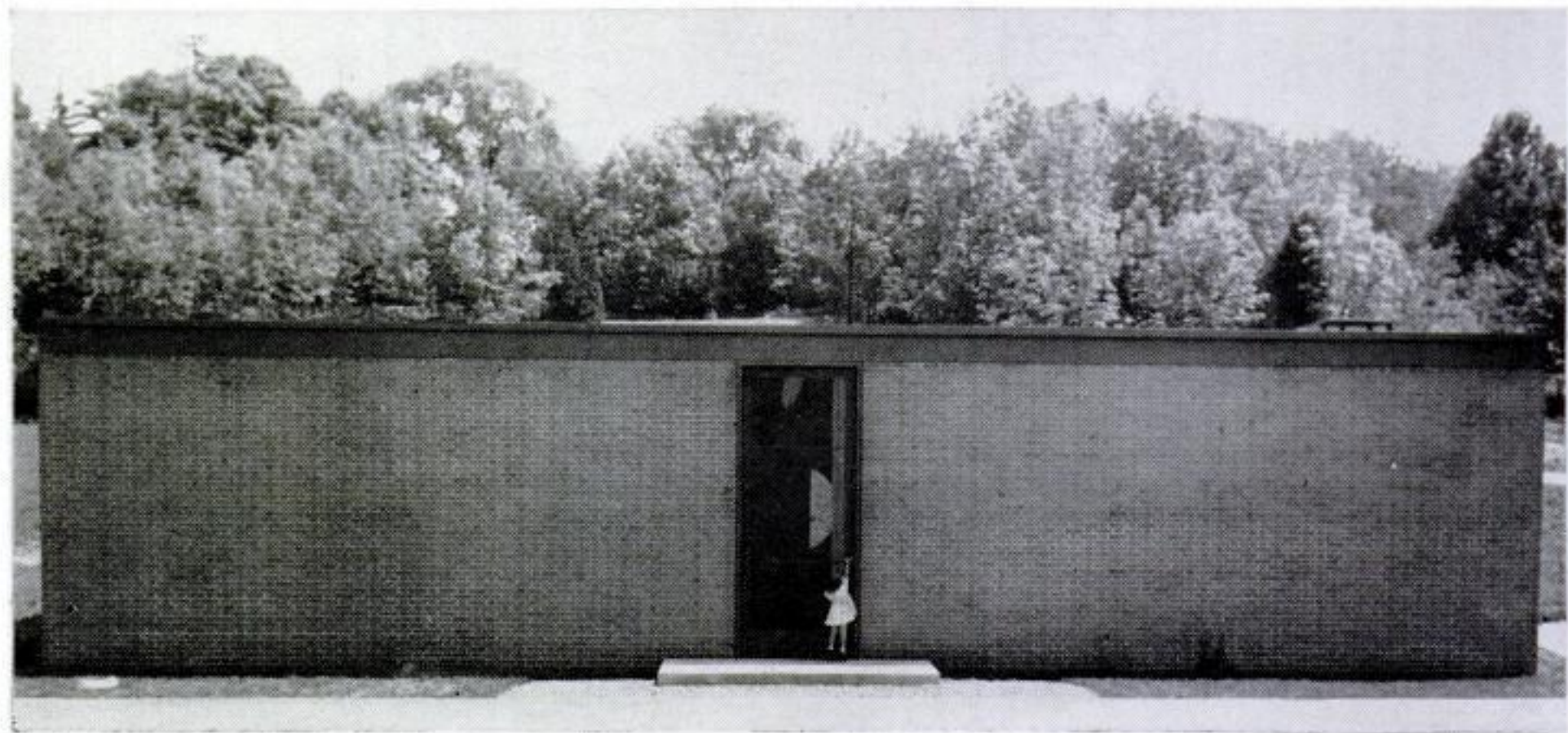
Johnson's house attracted so much attention that it became the subject of a *New York Times* magazine cartoon (below) and forced the owner to put up a sign at the entrance where a policeman once was needed to handle sightseers. Finally Johnson good-humoredly held public inspections of his \$60,000 project, which includes a guesthouse (right) with ports instead of windows. Since then life has been smooth as glass.



"TIMES" CARTOONS depicted the life of a glass-house family. Cartoonist correctly forecast difficulties with the curious (top), exaggerated trouble with salesmen (center) and a Sunday morning (bottom).



GUESTHOUSE PICTURE GALLERY HAS HIGH CEILINGS, HUGE DOORS. JOHNSON STANDS AT ONE OF THEM



GUESTHOUSE WALLS are all blank brick except for entrance and ports on the other side. Little girl at the door shows scale of the unpretentious-looking building. Both houses have radiant heating in their

floors and ceilings, are furnished with severely modern pieces, some by Mies van der Rohe. Except when entertaining, Johnson lives alone, servantless and companioned only by weather, paintings and books.



SCENT SECRET: Wear perfume always, on the skin—on the hair. Touch it to the lowest point of the neckline, the bend of your elbow, the curve of your knee, the hairline.

GIFT SECRET FOR MEN: The most acceptable gift of all to her is Evening in Paris.

You're a Thousand Times more enchanting with Evening in Paris

One of the world's few really great perfumes which, like flawless make-up, adds immeasurably to your charm. Discreetly rich, it touches your skin with instant extra magnetism.

Worn knowingly, it transforms even simple fashions to greater importance. Lasting on you—and lingering in his memory. For greater beauty, dress in Evening in Paris today and every day.

Evening in Paris
BOURJOIS



Evening in Paris Perfume, 75¢ to \$12.50

Evening in Paris Eau de Cologne, 65¢ to \$1.50

Evening in Paris Face Powder, \$1.00

(all prices plus tax)

Air Step[®]

fashion fair

SEPTEMBER 24
TO OCTOBER 8

*the shoe
with the
youthful feel*



A Product of

Brown Shoe Company



7⁹⁵ to 10⁹⁵

SLIGHTLY HIGHER DENVER WEST

A Magic Staircase of Shoes

To put magic in your shoe dollars, see your Air Step retailer during Fashion Fair. He is featuring the Magic Staircase of shoes, styles for every costume, every level of activity. Whatever your wardrobe calls for, you get tested fashion . . . smooth, foot-hugging fit . . . uniform, soft, supple leathers . . . the extra floating comfort of the Magic Sole . . . all the things you expect of fine shoes, yours at moderate price. See you at the Fashion Fair . . . at your retailer's.

For name of nearest Air Step retailer, write Air Step Division, Brown Shoe Company, St. Louis

SERVED AT THE HOME OF

Sid Luckman

STAR QUARTERBACK OF THE
CHICAGO BEARS

Your Taste will tell you why!



YOU HEAR IT EVERYWHERE...

**“finest beer served
...anywhere!”**

Your Taste will tell you why!



Internationally
Famous

Pabst
Blue Ribbon

33 FINE BREWS BLENDED INTO ONE GREAT BEER • Copr. 1949, Pabst Brewing Co., Milwaukee, Wisconsin

SPORTS

PADDLEBOARD POLO IS MOIST MAYHEM

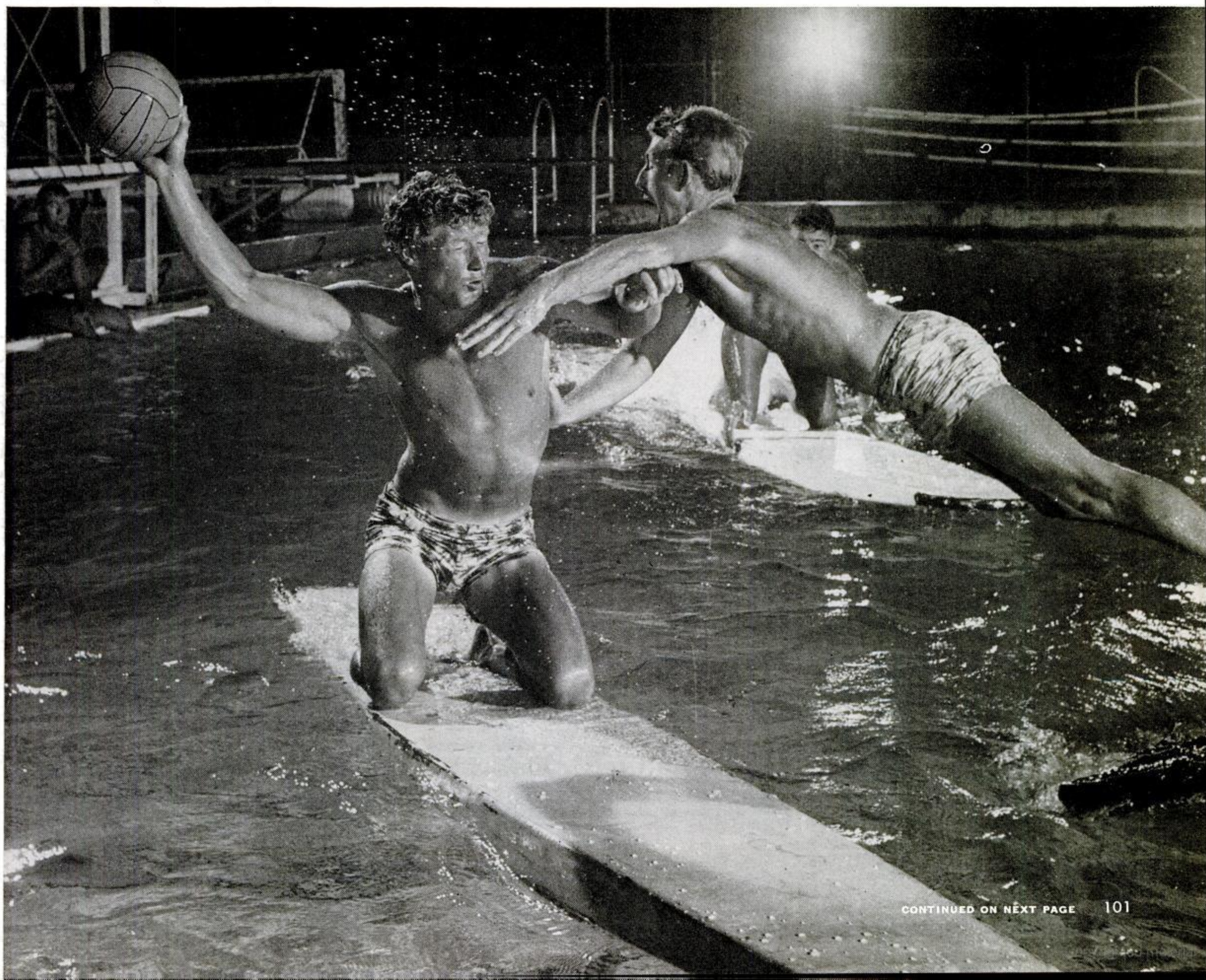


WITH BALL TUCKED UNDER HIS CHIN, SANTA MONICA LIFEGUARD FRED BLEEKER PADDLES TOWARD GOAL.

The muscular young men who patrol southern California's beaches spend their working hours saving the lives of strangers and their spare time trying to drown or maim each other in a furious new sport called paddleboard polo. Invented before the war in Hawaii, paddle polo combines the more strenuous features of water polo, wrestling and a type of attack known to eastern police and footpads as mugging.

Each team of the lifeguards' eight-team league has six players who, afloat on 12-foot surfboards, paddle by hand around a swimming pool. Their objective is to work the ball into scoring territory and then throw it through the enemy goal. Players may not touch the ball while off the board and they are not supposed to interfere with an opponent except when he has the ball. Theoretically there are severe penalties for unnecessary roughness, but the definition of what is unnecessary is interpreted liberally, as the pictures on these pages indicate.

LOS ANGELES PLAYER, DAVE ROCHLEN, PREPARES TO PASS BALL AS SANTA MONICA'S TOMMIE VOLK SAILS THROUGH AIR FROM HIS OWN BOARD IN FLYING TACKLE.



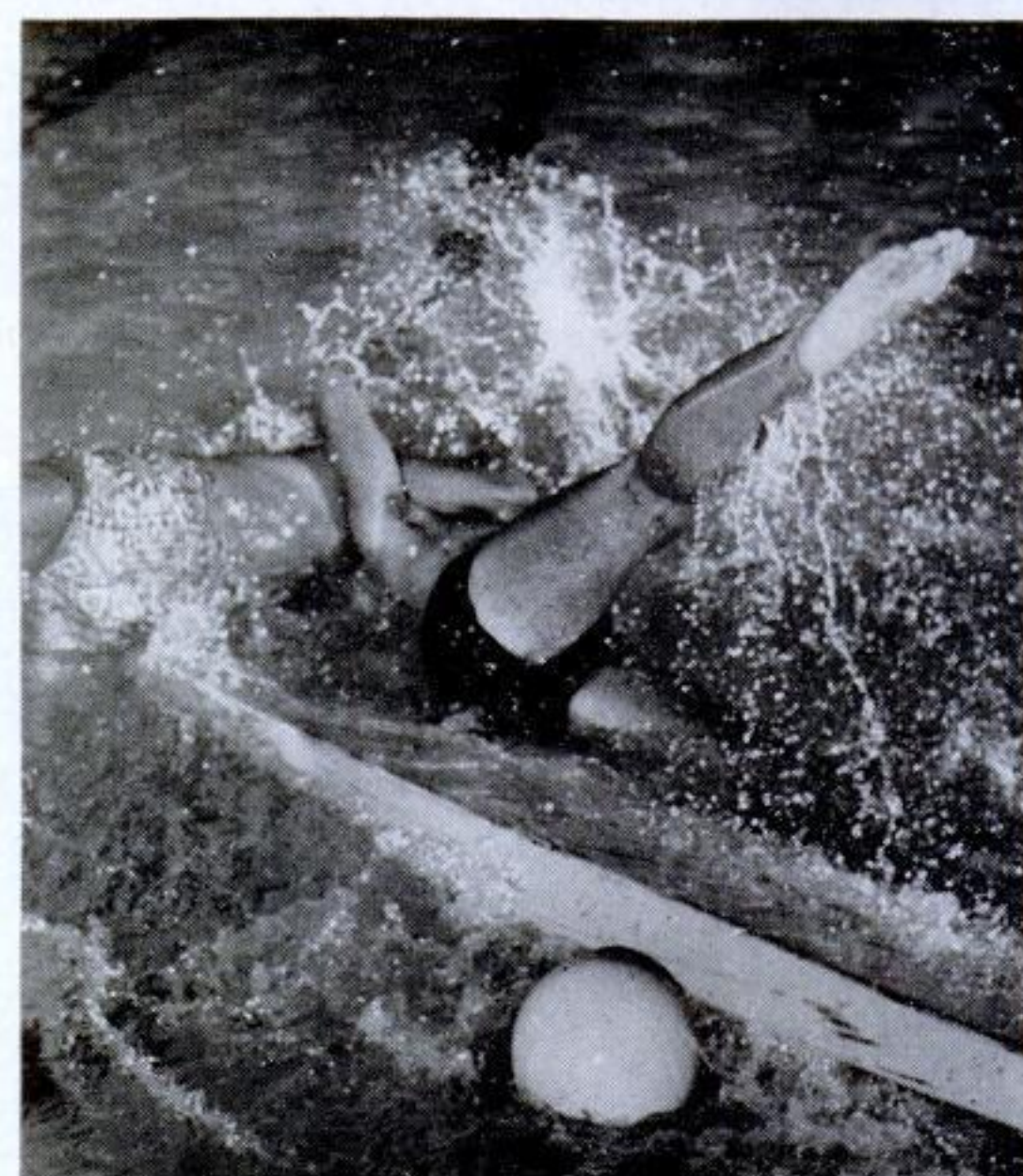


PLAYERS CONVERGE from up the pool on Los Angeles surfboarder who desperately tosses the ball

as he is tackled. Some poloists lie flat to paddle while others kneel. Jumping from board to board is legal.

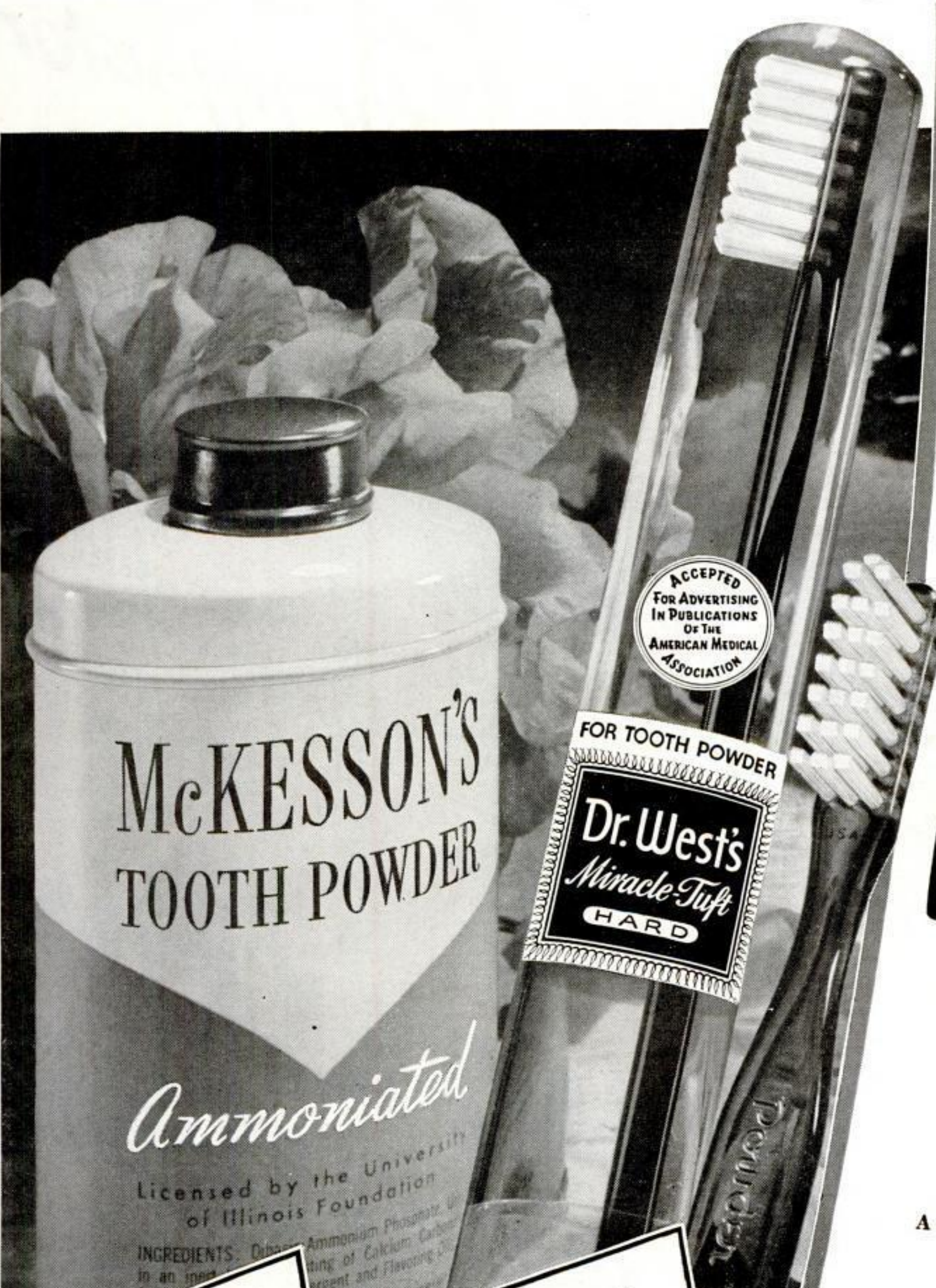


TACKLE AND SPLASH is a standard sequence. Here a Santa Monica player grabs ball carrier (*top*), upsets him.



FOAM AND FURY mount as ball carrier churns toward the goal, and opposition surfboarders close in to stop him.

***Now!* TWO-WAY PROTECTION**
against TOOTH DECAY
with this money-saving introductory offer!



NEW! **McKESSON'S**
AMMONIATED
TOOTH POWDER

The real and official Uni-
 versity of Illinois ammoni-
 ated powder formula for the control of tooth decay... **VALUE 60¢**

NEW! **DR. WEST'S**
TOOTH POWDER
BRUSH

A better brush, specially
 designed to properly apply
 ammoniated powder and
 still clean teeth thoroughly... **VALUE 50¢**

A REGULAR DAY-IN AND DAY-OUT **\$1.10**
 VALUE

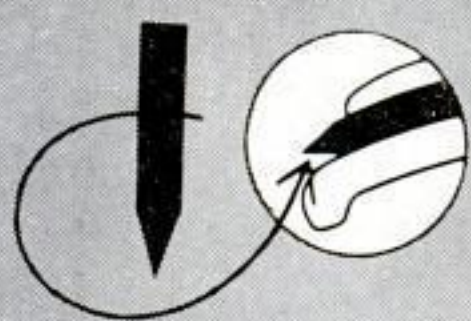
McKesson, makers of
 quality drug products
 since 1833, has been
 granted one of the very
 few University of Illinois
 licenses to manufacture
 this real and official (Uni-
 versity of Illinois) am-
 moniated powder for the
 control of tooth decay.
 It's a pleasant-tasting
 dental powder of pre-
 scription quality.

A brand new Miracle-
 Tuft toothbrush that re-
 duces the nuisance and
 waste of powder falling
 through the tufts. Dr.
 West's quality through-
 out, with three rows of
 "Exton" bristles, in the
 dentist-recommended
 "straight-top" design.
 Sealed in glass for extra
 protection.

Both 89¢
for only

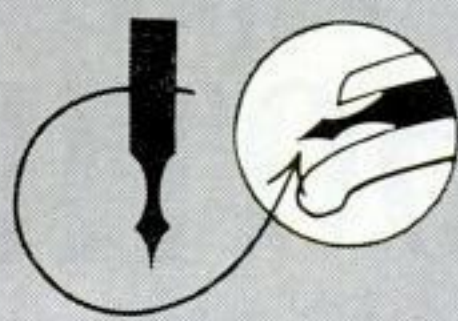
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what Hollow Ground means...and what it does for you...



USUAL BLADE

Ground like a JACK-KNIFE. Edge is rigid in razor — has no "give".



PAL HOLLOW GROUND BLADE

Ground like a MASTER BARBER'S RAZOR. Edge has "give"—gives a cooler, closer shave with a light, light stroke.

Sensation! a New and for Injector



PAL **HOLLOW GROUND**

Ray Mead
Plant Superintendent
Pal Blade Co., Inc.,
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"I have made over 5 billion blades in the last 25 years and it's my honest conviction that the new Pal Hollow Ground are vastly superior to any blade of their type ever produced.
"There are numerous technical reasons for this, including the exclusive, patented Hollow Ground feature illustrated above. But I know you are more interested in shaving results. Therefore, I urge you to try these blades on my say-so. Under my Company's guarantee, there's no cost to you unless you're 100% satisfied."

Ray Mead

PAL HOLLOW GROUND BLADES ARE MADE IN PLATTSBURG • MONTREAL • GLASGOW • BUENOS AIRES — AND SOLD ALL OVER THE WORLD.

Vastly Better Blade Razors and at a much lower cost!

INJECTOR BLADES

IN MAGAZINE DISPENSER
JUST COMPARE THE PRICE!

20 for 59¢
10 blades for 39¢ • 6 blades for 25¢ (Trial Size)



GUARANTEE

Buy a package of Pal Hollow Ground Injector Blades, or Pal Hollow Ground Double or Single Edge Blades in the Zipak. Use as many as you wish. If you're not satisfied, return the container to us and we'll promptly refund your money in full.
PAL BLADE CO., INC., 43 W. 57TH ST., NEW YORK 19.
AVAILABLE WHEREVER FINE BLADES ARE SOLD, INCLUDING DRUG, VARIETY CHAIN, TOBACCO AND DEPARTMENT STORES.

For men who use Double or Single Edge Blades

NEW! radically improved
PAL HOLLOW BLADES

now in revolutionary plastic

ZIPAK® dispenser

ZIP! Out slides a factory-perfect, unwrapped blade, ready for your razor.

same low prices

44 for 98¢

Also 21 for 49¢, 10 for 25¢

PAL still gives you 4 blades for 10¢, in regular package



SINGLE
EDGE

PAT. APPLIED FOR



PAT. APPLIED FOR

DOUBLE
EDGE

**YOU CAN BE SURE..IF IT'S
Westinghouse**

LETTERS FROM

*Women
in Love..*



"My Laundromat
has paid for itself
in the short time
I've had it"

NEW YORK



"I save over
50% on my
soap bills...
my water saving is
tremendous"

ILLINOIS



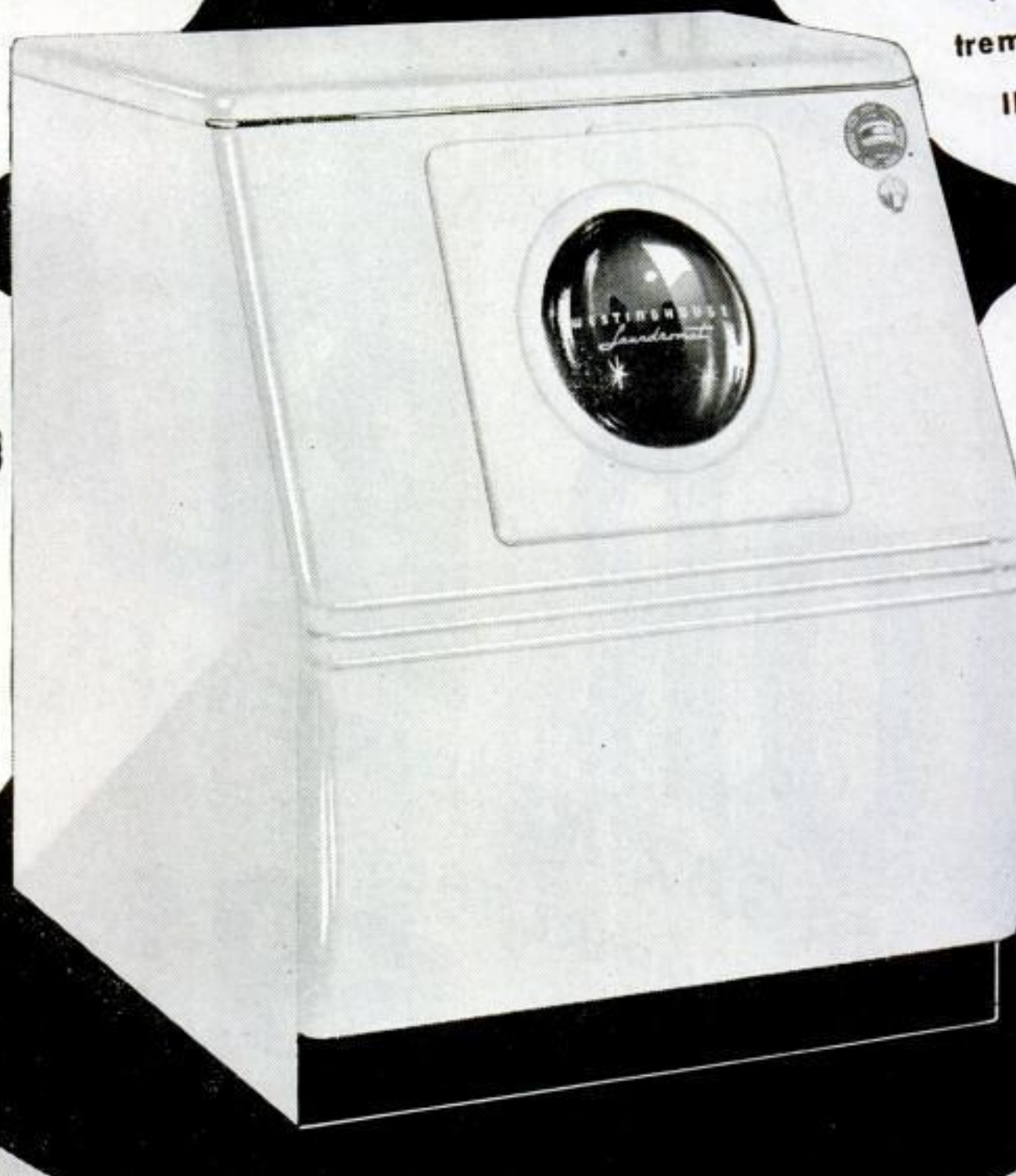
"The bill for
hot water has
been cut in
half... and our
electric bills
reduced"

MICHIGAN



"I put a stopper
in the tub and
measured the
water... much to my
surprise, I used half
the amount"

NEW YORK



of course, it's electric!

One and All Agree..The Laundromat \$aves..\$aves..\$aves

**NOW 2 LAUNDROMATS
TO CHOOSE FROM**



Both are completely
automatic... both
have the famous
Laundromat washing
action that gets
clothes so clean, and
does it so gently.

Prices as low as
\$219⁹⁵

You've never heard such praise as women have written us about their Laundromats. They "don't know how they ever lived without it"... say it's "the best investment in household equipment they've ever made". Ask your Laundromat dealer to show you the letters he has from women right in *your own home town*.

SAVES HOT WATER. Sensational Water Saver brings new economy to automatic washing. Saves up to 10 gallons per load.

SAVES SOAP Laundromat uses less soap—as little as $\frac{1}{3}$ cup per load. Uses less softener, too.

SAVES CLOTHES . . Laundromat's gentle washing action is easy on clothes. Clothes look better, last longer.

SAVES TIME In one easy operation you load and set the Laundromat... and then you're free.

SAVES MONEY . . . Wash pillows, slip covers, rugs, *everything washable*. You'll find Laundromat's a money saver—practically pays for itself.

Get Proof... Today. Phone your Westinghouse retailer. Arrange to see a load of *your* clothes washed *thoroughly clean*... the easy Laundromat way. It's free!

EVERY HOUSE
NEEDS A

Westinghouse Laundromat
AUTOMATIC WASHER

WESTINGHOUSE ELECTRIC CORPORATION • APPLIANCE DIVISION • MANSFIELD • OHIO

Laundromat is a Trade-Mark. Reg. U. S. Pat. Off.

TUNE IN TED MALONE... EVERY DAY, MONDAY THROUGH FRIDAY... ABC NETWORK

LIFE WITHOUT GERMS



INSIDE THE SEALED CHAMBER WHERE GERMLESS COLONIES ARE REARED A LABORATORY TECHNICIAN CLAD IN A PLASTIC DIVING SUIT SELECTS A YOUNG RAT FOR AN EXPERIMENT

MICROBE-FREE ANIMALS GROW TO MATURITY AND BEAR YOUNG WITHIN A STRANGE, NEW STERILE LABORATORY AT NOTRE DAME

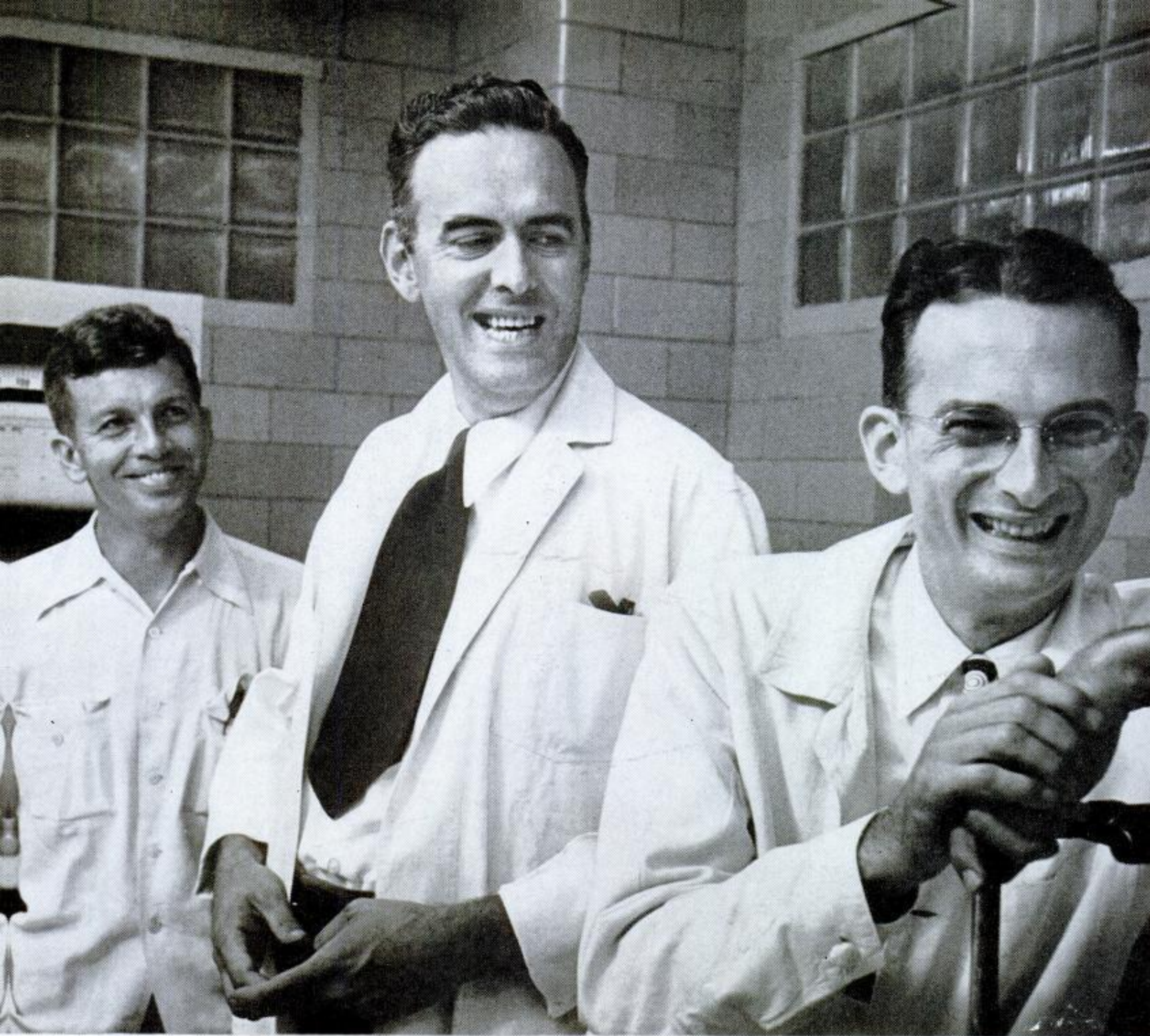
PHOTOGRAPHS FOR LIFE BY W. EUGENE SMITH

Ever since the beginnings of life on earth germs have outnumbered by billions every other kind of living creature. They inhabit every part of the earth where life can exist—the land, the oceans, the atmosphere—and the bodies of all the animals of the earth. Nowhere in nature is germ-free life possible. But man, moving beyond the limitations of nature, has succeeded in creating this unnatural phenomenon. In a tank-shaped chamber of polished brass and stainless steel, entered through a pool of disinfectant and manned by a diving-suited attendant (*above*), scientists of the University of Notre Dame's Laboratory of Bacteriology are raising the first self-perpetuating colonies of germ-free animals. In this laboratory rats, rabbits and guinea pigs, taken unborn from the mother's womb, breathe sterile air and eat sterile food. They mature, breed and die in utter germlessness.

The very fact that animals have been kept alive in such an environment

will change some of the most basic concepts of biology, for it refutes the claim still made by many biologists that bacteria are essential to digestive and other physical functions. But the purpose of the Notre Dame experiments involves more than the working of a biological miracle. The germ-free animals are being raised for research into the causes of disease, the chemistry of animal tissues and the mechanics of nutrition.

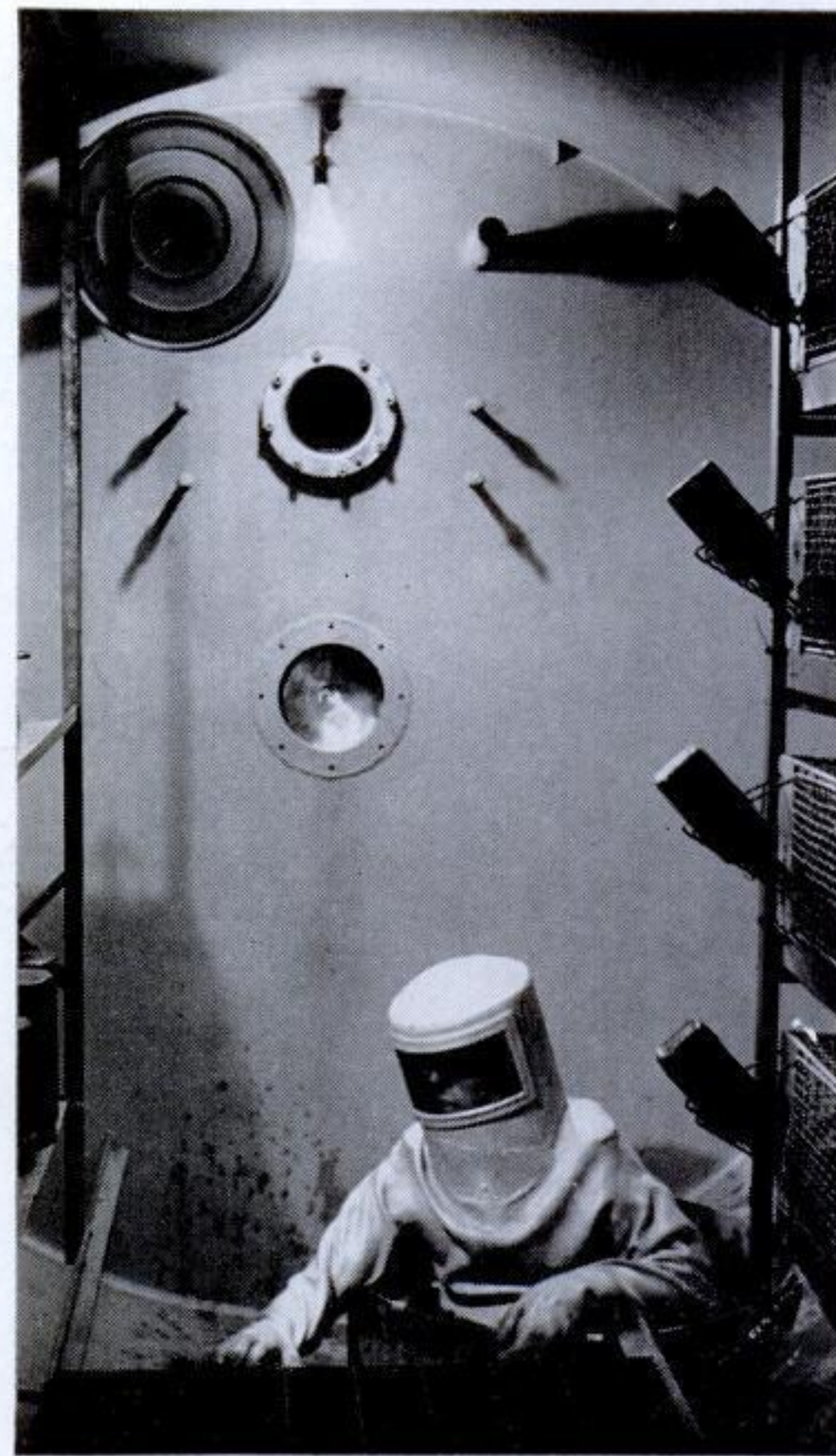
Ordinarily, when a scientist wants to study an unknown germ (or drug, or nutrient) he tries it out on an experimental animal and watches the results. But since all laboratory animals are invariably contaminated by a host of unknown germs, he can never be absolutely sure that the results he sees are really caused by the agent he is testing. This problem, the oldest and most frustrating in bacteriology, can be solved only by using animals whose bodies contain no germs at all. Now, for the first time, such animals are available.



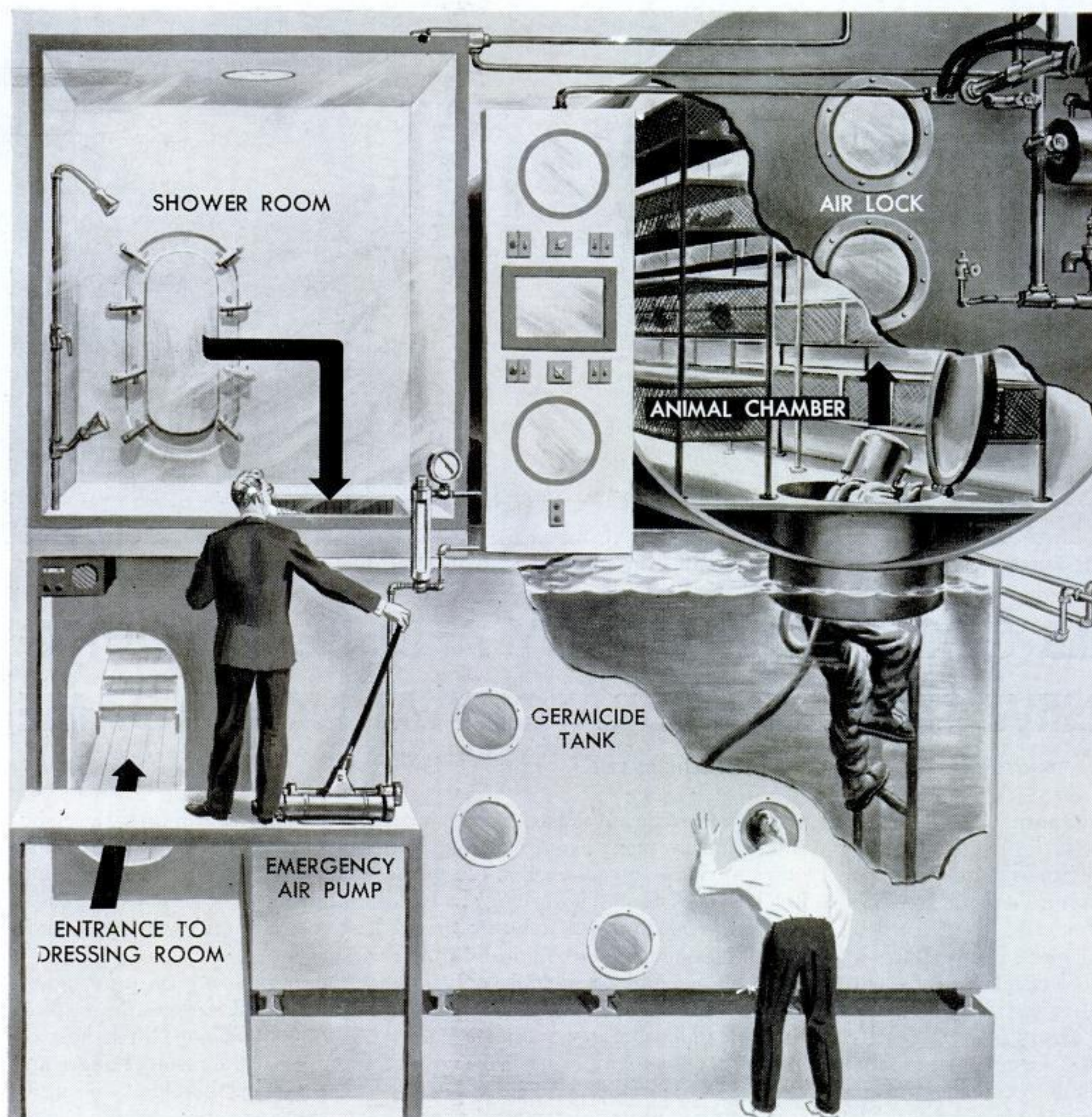
LAB ADMINISTRATORS are James Reyniers (center), who conceived the project; Philip Trexler (left), who

is in charge of equipment and technical development, and Robert Ervin (right), who supervises care of the animals.

LIFE WITHOUT GERMS CONTINUED



ATTENDANT ENTERS CHAMBER, climbing out of a tank of germicidal solution (diagram, bottom left).



DRAWING OF UNIT shows how attendant in diving suit enters animal chamber after walking through tank

of germicide, completely immersed. In chamber he keeps on air hose so his breath will not contaminate atmosphere.

LAB REPRESENTS 20 YEARS' WORK

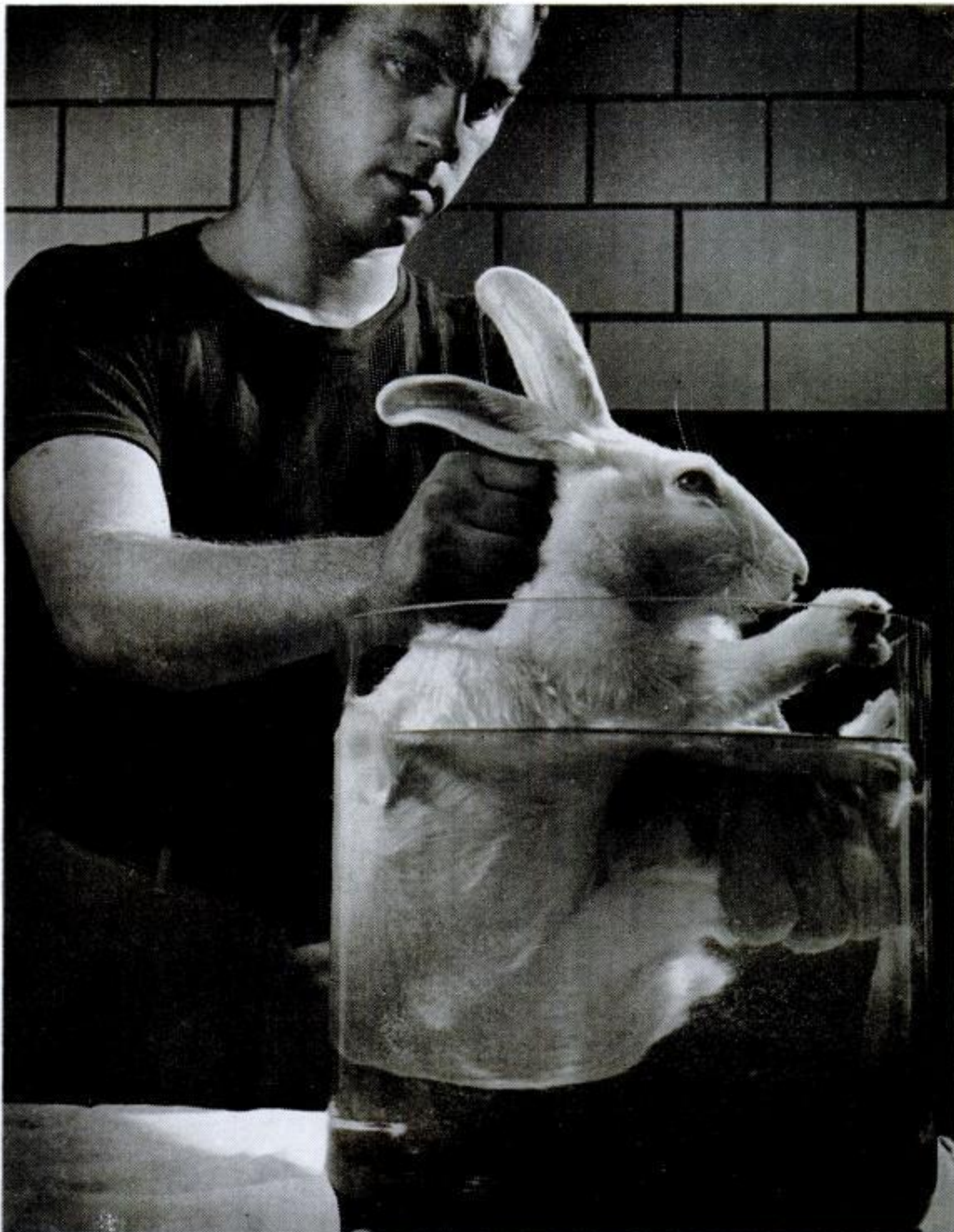
The idea of the germ-free laboratory was presented to Notre Dame officials 21 years ago by James A. Reyniers, a serious undergraduate at the university. Reyniers felt that the lack of germ-free animals was the big block to significant progress in the study of bacteria. Pasteur and other early bacteriologists had worked by studying a disease and then searching for a bacterial cause. But this method produced little basic knowledge about bacteria. Around the turn of this century four different scientists tackled the problem of raising germ-free animals. But their methods were crude and their animals died shortly after birth. After Reyniers graduated in 1930, Notre Dame gave him a teaching job and access to a laboratory. Working in his spare time and making archery equipment on the side to get money for material, Reyniers found the solution for his problems and won the university's full-time support.

His first germless animals were raised in jars sterilized with germicide and supplied with air filtered through glass wool. But this early equipment was inadequate for prolonged experiments. The present equipment is a complex system of gleaming vats, pipes and hoses. The animal colonies are reared in a large, cylindrical chamber which is sterilized with steam and supplied with sterile air and food. Scientists enter the chamber only after dressing in plastic suits and walking through a bath of strong germicide (left). For specific experiments the animals are passed through an air lock into smaller, barrel-like units where they can be handled with long, sealed-in rubber gloves. With such refined tools the Notre Dame scientists not only can keep their animals germ-free for indefinite periods but can perform a wide variety of experiments (pp. 112, 113) with complete control over environmental conditions.

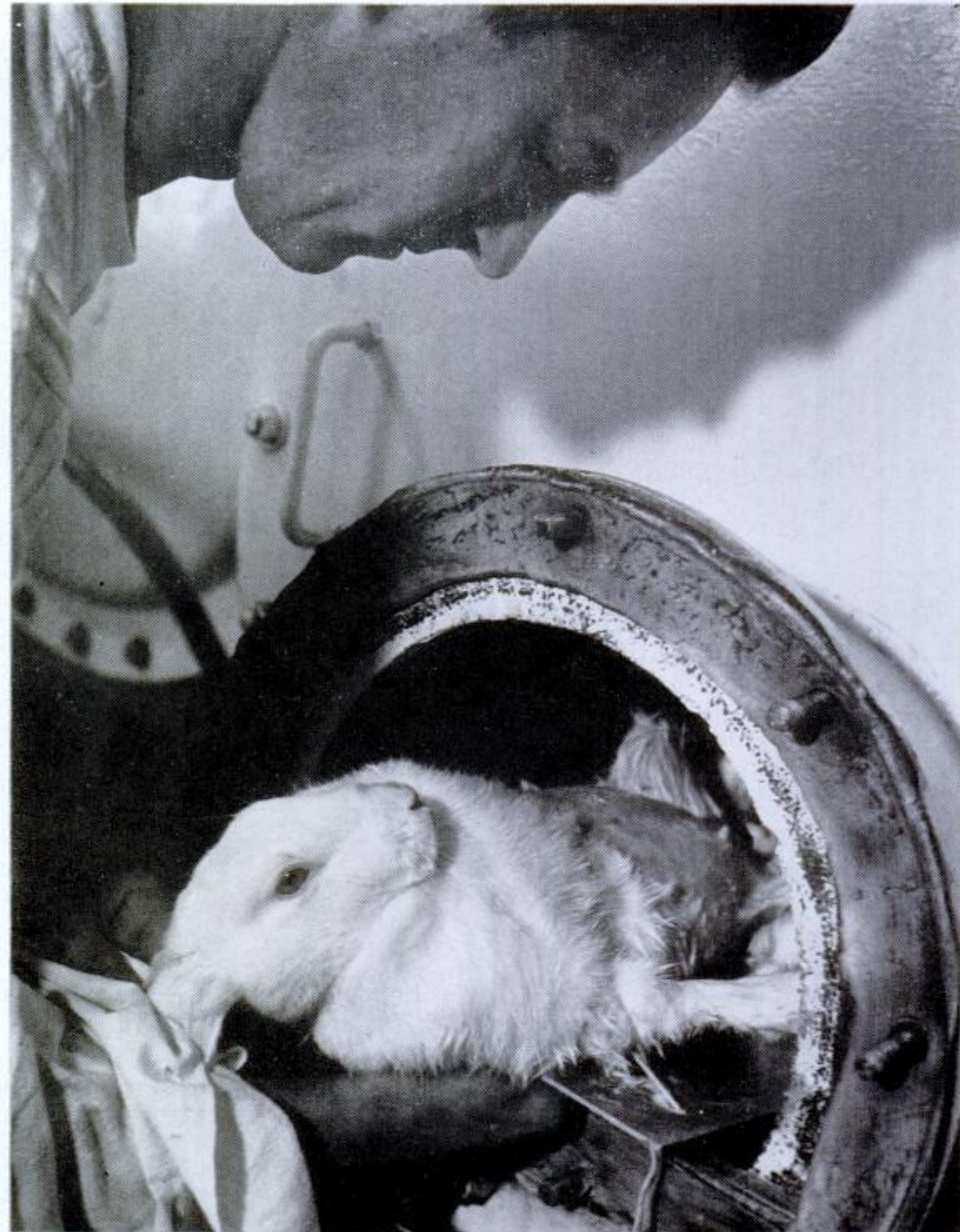


TAKING SHOWER with detergent before entering germicide tank, attendant bends backward and forward in ritualistic movements to make sure every crevice in plastic suit

is wet and cleaned. Technician watches through glass door and telephones such instructions as "Get creases in the thigh wet . . . lean back. There's a dry spot on the chest."



PREGNANT RABBIT is disinfected in germicidal bath as preparation for Caesarean operation. The operation is performed a few days before the animal is due to give birth.



BOUND TO A BOARD, the rabbit is pushed into germproof chamber within which technician will operate with an electric needle by reaching down through built-in gloves.



NEWBORN RABBITS are freed one by one from the delicate membrane which encloses them and given gentle

artificial respiration (*top*) if they have difficulty in taking their first breath. One is blindly pushing its way out of tray.



FIRST FEEDING is administered to a 3-hour-old rabbit through a special latex nipple that has the same form,

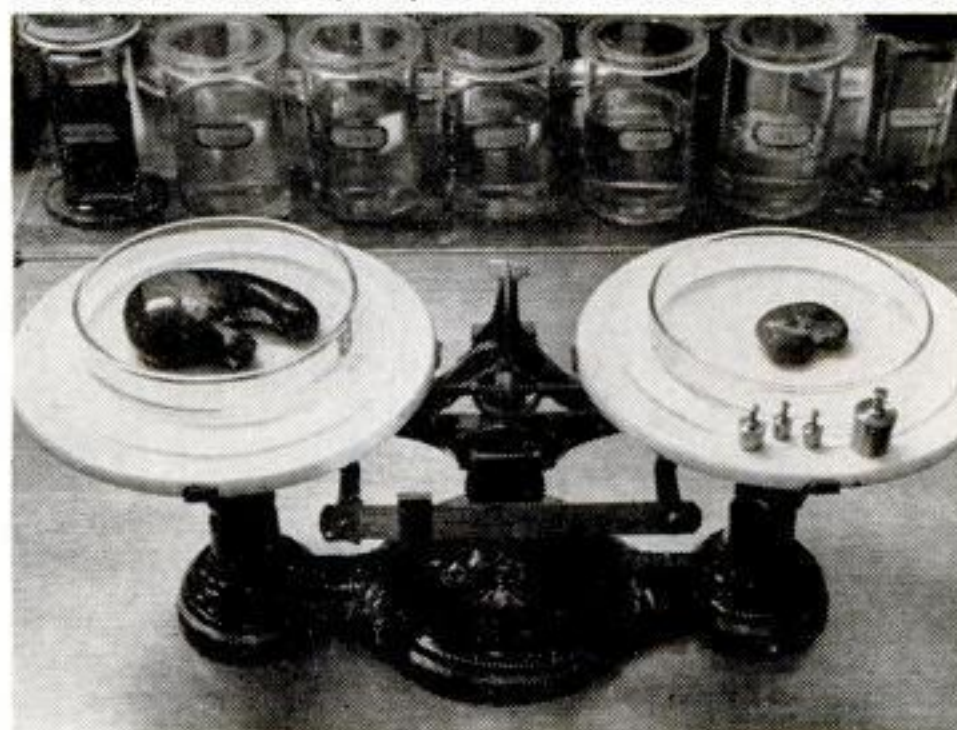
COLONIES BEGIN WITH EMBRYOS

To obtain the germless animals with which to start new germless colonies, the Notre Dame scientists carefully extract unborn mammals from the wombs of pregnant females and unhatched chicks from their encasing shells. These nearly full-term embryos, removed from the sterile seclusion of their natural environment inside a sealed and steam-cleaned chamber, are never exposed to the multitude of germs which contaminate all ordinary animals at the moment of birth. The chicks, prepared by nature to fend for themselves from the instant they hatch, need only be freed from their shells and given special sterile chick feed. The young mammals, however, having been delivered prematurely by Caesarean operation and deprived of their mothers' milk, are as helpless as human infants and far more difficult to keep alive. It has taken the laboratory 15 years to solve its many nutrition problems. It still takes 20 man-hours a day per animal to keep the colonies going.

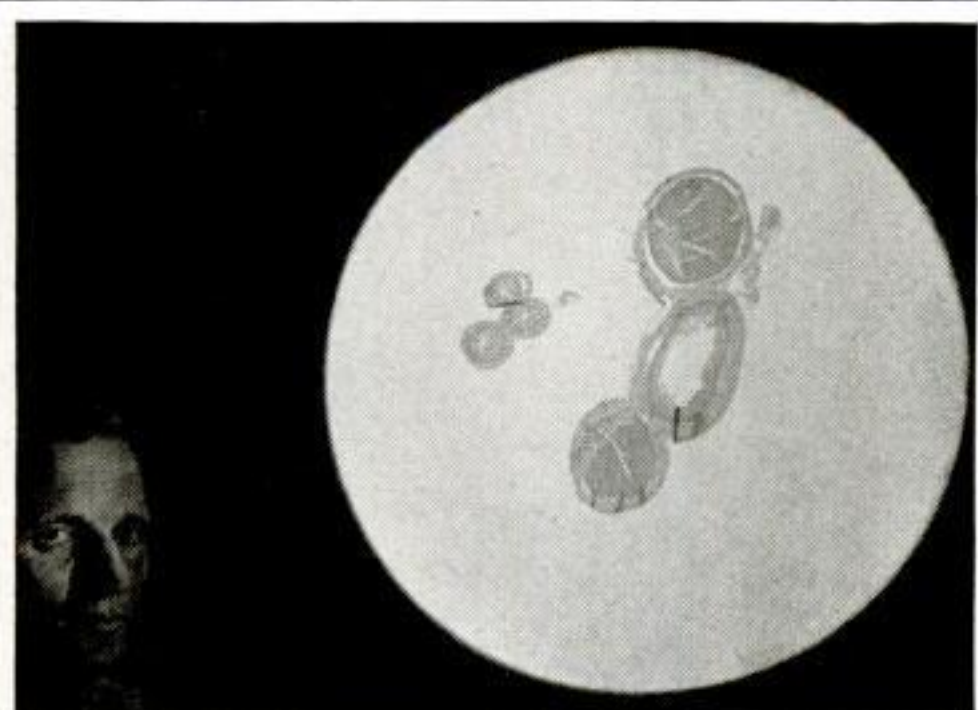
Despite the pristine purity of their existence, the germ-free animals develop into normal adults. A great deal of research was done to establish that fact, for if the animals were deformed or in some way made abnormal by their strange existence, their reactions to tests would also be abnormal and their value for experimentation would be lost. However the research did bring out a few characteristic effects of germlessness (*right*). The study of these surprising differences between germless and contaminated animals—and of the equally surprising similarities between them—will undoubtedly yield new facts about little-understood ways in which germs affect animal life.



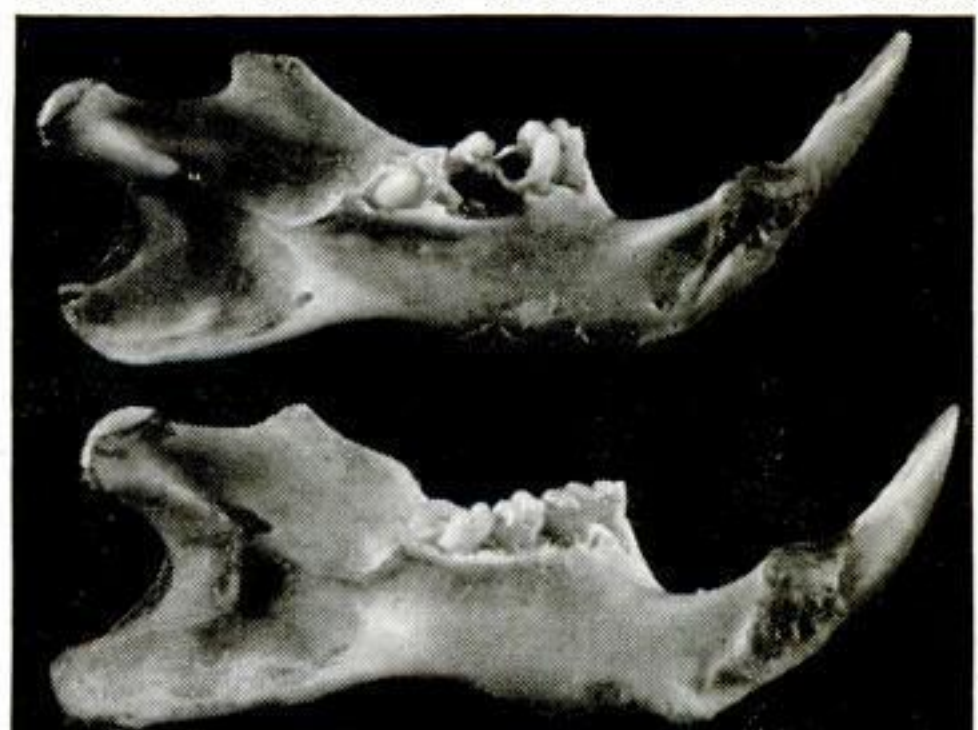
GERMLESS ANIMAL (LEFT) DOES NOT DECAY AFTER DEATH



ITS MIDDLE BOWEL (LEFT) IS LARGER. REASON UNKNOWN



IT HAS LESS LYMPH TISSUE TO PROTECT IT FROM GERMS



ITS TEETH (BOTTOM) ARE FREE OF DECAY WHATEVER ITS DIET

THE EFFECTS OF GERMLESS LIFE

The main differences between germless and normal animals are in decay and in defense mechanisms against disease. Since the germ-free creatures have no bacteria, their tissues cannot rot. Since they are never exposed to germs, they have little defense against them: they have fewer white blood cells, less lymphatic tissue, virtually

no antibodies. Equally interesting as these differences are two surprising similarities: the uncontaminated animals obtain vitamins without benefit of bacteria (which have been thought necessary for utilization of vitamins), and their excrement (hitherto supposed to be 50% decayed matter) weighs as much as that of normal animals.

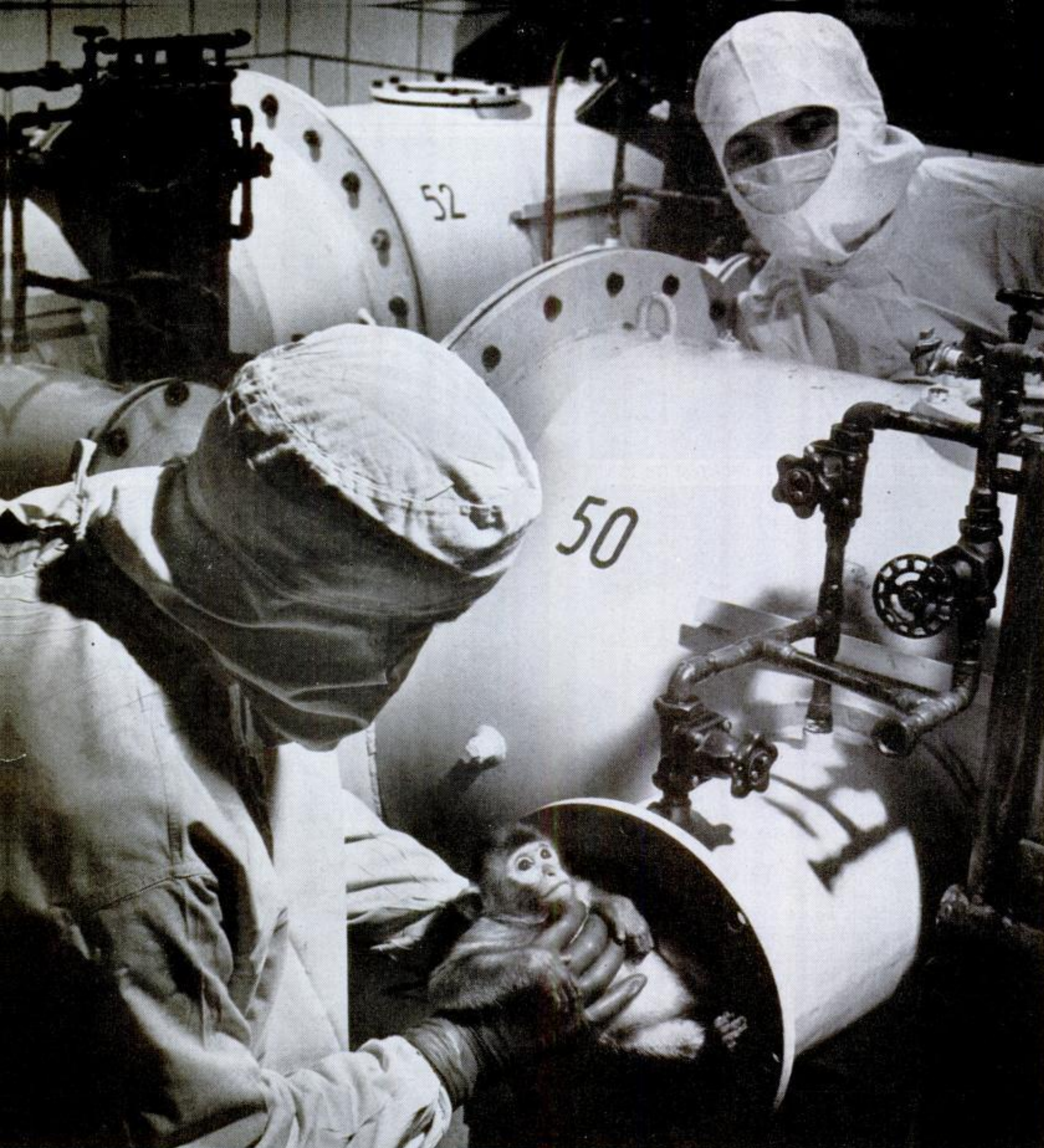


texture and rate of flow as the mother's. The newborn animal must be hand-fed every hour of the day and night.



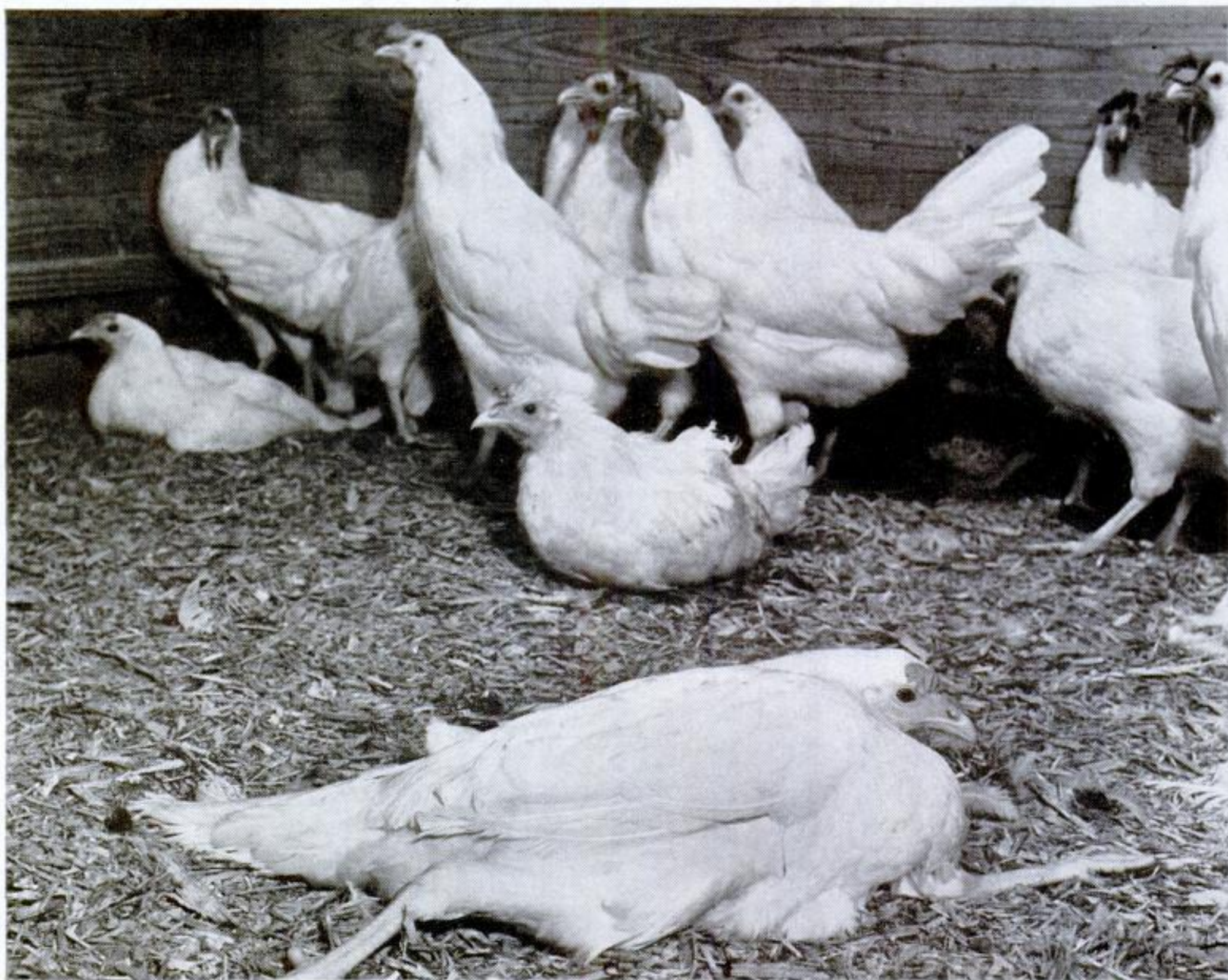
FIRST ELIMINATION is induced by stroking lower belly with rubber tab. Many babies died before it was dis-

covered that elimination was not instinctive but taught in nature by mother rabbit's licking of newborn's belly.



GERMLESS MONKEY, removed from a sterile chamber, will help scientists find out how animals raised germ-

free react to harmless microbes. It will be in a semisterile room where it can start a slow adaptation to normal life.



PARALYZED CHICKEN, legs crippled, suffers from a type of cancer that plagues flocks in this country. Notre

Dame scientists will determine whether cancer occurs in germless animals and whether it can be induced in them.

LIFE WITHOUT GERMS CONTINUED

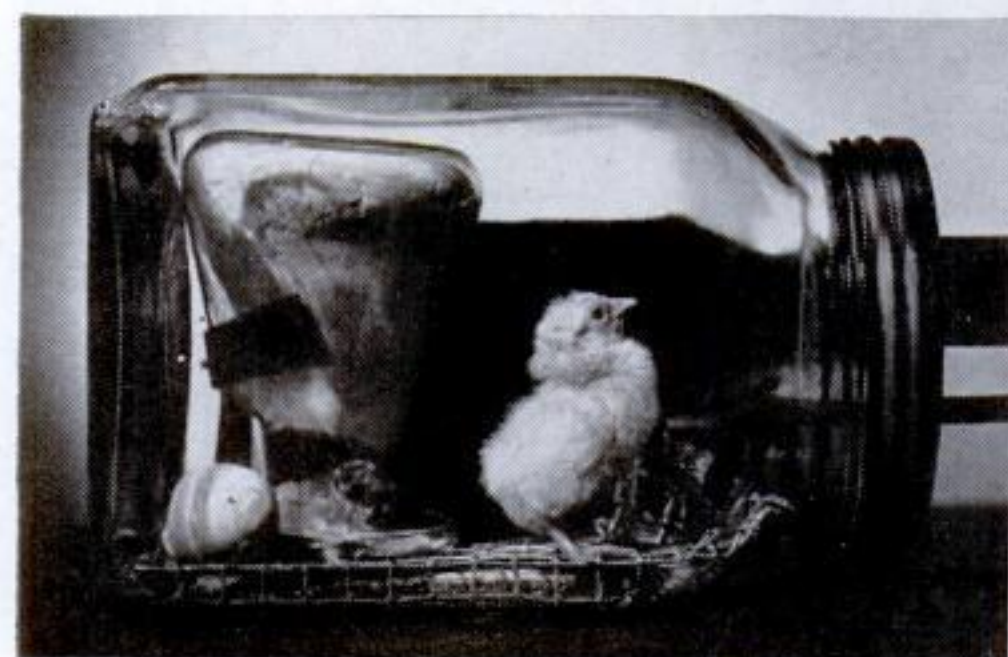


BLOOD SAMPLE is taken from a germless monkey to find out how it differs in immunity from normal animals.

HOW LONG CAN ANIMALS LIVE?

The germ-free animals represent the greatest advance in bacteriology since scientists learned how to isolate and grow germs in pure cultures. They are, in fact, the logical counterpart to pure cultures. Now scientists will be able to learn exactly how the body reacts to each germ and how it can be protected against infection.

But in these conditions scientists can study an even more fascinating problem: how long can life be prolonged? Without infections of any kind, the Notre Dame animals die only of organic disorders. They are therefore perfect tools for research into organic malfunctions, the aging of tissues and the other medical problems of old age. Research possibilities are virtually limitless, a fact which the U.S. government, through the Office of Naval Research, has recognized by giving grants to the laboratory for both equipment and operating expenses. Already the Notre Dame scientists are collaborating with the Zoller Clinic of the University of Chicago in the study of tooth decay, and with other laboratories in research on virus infections, nutrition, vitamins and chicken diseases. Arrangements also are being made for participation in heart disease and cancer studies. Because the animals cannot be removed from their sterile environment, scientists will have to come to them to conduct experiments, and Notre Dame, now only at the beginning of its job, will become the center of work in this new germless world.



DEFICIENT DIET is fed to baby chick in germless jar to determine which vitamins are essential to its survival.



**WEEK-OLD KITTENS, SEALED FOR LIFE
IN CHAMBER, CAN BE USED TO SHOW
HOW ANIMALS AGE WITHOUT DISEASE**

RUSSIA THROUGH RUSSIAN EYES

Nine former Soviet citizens tell the story
of their old life and why they won't return

by JOHN SCOTT

No nation in modern times has ever turned her face so resolutely against the age of communication, or sealed herself off more effectively from the outside world than Soviet Russia. It required the vast convulsions of World War II to break, or at least crack, this dam of censorship, but of the trickle of new knowledge of life in Russia which emerged, little has been reported. The first-hand stories which are printed here comprise therefore the most comprehensive close look at conditions in the Soviet Union in recent years.

The war gave millions of ordinary Russians their first look at the nations of the West, or at least of Central Europe. It gave them something to compare with their bleak homeland. The comparisons they drew were so unflattering that thousands decided that anything was preferable to going home.

Going home was not easy to avoid. Thousands of Russians of all descriptions were penned in DP camps. For more than a year after hostilities ended, Soviet agents were permitted by the Allies to roam Western Europe repatriating these unfortunates, often by force. Such repatriation generally meant labor camp or execution; the refugees had seen too much.

The Russians who tell their stories here are among the thousands who escaped the dragnet. Some succeeded in disguising themselves in the camps as Poles, Czechs and even Eskimos. Others dropped out of sight in the crowded cities. They are now living a hand-to-mouth existence. Altogether they are representatives of almost every profession and occupation, and all of them know life in Soviet Russia intimately. They are determined never to go back. Why? Each man who speaks here has his own answer. Their stories were collected by Russian-speaking John Scott, who talked at length with several hundred Russian DPs during a recent trip to Germany.

A SCIENTIST

ONE day I made a mistake. It was not a large mistake, but the director of the laboratory where I worked did not notice the extra zero in the final figure and incorporated it in his report. Only weeks later was it discovered, and under circumstances extremely embarrassing to the entire institute. It was therefore not surprising that when the arrests began in 1937, I was one of the first to go. I got eight years in a forced labor camp.

The beatings were bad enough, but the worst thing about our camp was the work itself. We had to fell the trees, strip them, cut them to length and pull the logs to a designated place. My quota was six cubic meters of lumber a day. This norm was based on the productivity of a skilled woodcutter working for 10 hours with sharp tools. I was inexperienced, the weather was unbelievable, the tools were scarce and dull. We had to walk 8 to 10 kilometers from our barracks to the job.

There were hundreds of us. Almost all of us tried hard to meet the quota.

CONTINUED ON PAGE 116





PRISONERS ARE MARCHED OFF BY THE THOUSANDS

A long parade of Soviet citizens of many origins is being driven to a slave labor camp in this drawing by Sergei Korolkov (p.116). He based it on experiences told him by friends in Russia, where the scene above is repeated in many settings year after year. Prisoners

often set out in batches of thousands. Their sentences are for periods of years, but many of them die at work. In theory they are kulaks, prosperous farmers who refused to be "collectivized." But the state may call any peasant who proves troublesome a kulak.

Never neglect a thorn stab

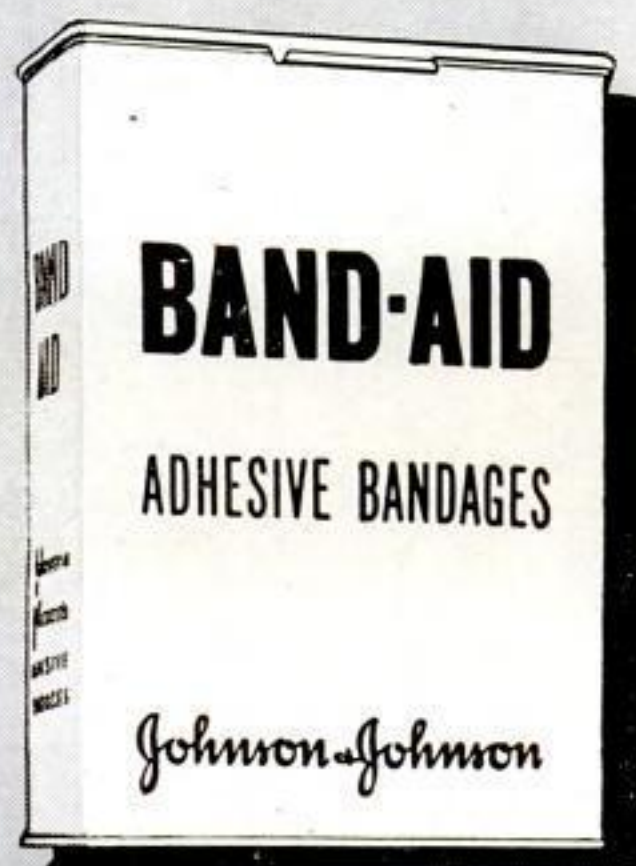


The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in doctors' recommendations



*BAND-AID MEANS
MADE BY JOHNSON & JOHNSON

A NOTE ABOUT THE ILLUSTRATIONS

Soviet Artist Sergei Grigorievich Korolkov did the drawings for this article. Some were done out of his own experiences, some from those of his friends. Before he fled to Germany during the war, he had been awarded the job of restoring war-damaged public monuments. He also designed a prizewinning memorial to the Red army which liberated Rostov in 1920 and illustrated the Stalin Prizewinning best-seller, *And Quiet Flows the Don*.

RUSSIA THROUGH RUSSIAN EYES CONTINUED

Those who did were given three metal tabs by the criminal trustees who supervised us political prisoners. When you presented the tabs in the kitchen you got a regular ration. If you failed to make six meters you got only two tabs. If you failed to make four cubic meters, you got only one. The food you got on one tab was barely enough to keep a man alive lying in bed. Men died like grasshoppers in autumn. The young died more quickly than the old. Women survived even better than the older men.

We were not closely guarded, but whenever a man escaped his barracks everyone was called out, and every 10th man was shot. Usually the fugitive too was brought back several days later and shot before the whole camp.

Some men tried to escape work by cutting their hands or fingers off. These were known as *samorubi*, and they were shot. Some men refused to go to work. They simply were not fed and soon died. There were new prisoners arriving by the thousands.

During my first year I lived through scurvy and pneumonia, thanks largely to the help of a Czech woman who worked in the kitchen. In my second year I was transferred to office work by a former colleague who worked there. I kept track of productivity. Altogether a million prisoners were at work in Karelia.

Then came the war. I was released and put to work in my old laboratory again. But I could not forget Karelia. For Moscow is Karelia. Without those camps, without the cruel labor, Moscow as the capital of Soviet Russia simply would not exist. I prefer to be neither a slave laborer nor one who lives on the labor of slaves. So I seized the opportunity when it pre-

sented itself. I was sent to Germany in 1946 to look for laboratory equipment. I found the equipment but took it westward instead of eastward.

AN ARTIST

THE decisive event in my life occurred when I was 14. The principal came into my classroom one day and called me to the telephone in his office. "Are you B_____?" asked a woman's voice. "Yes, ma'am," I said.

"You will go immediately to Kuznetsky Most 26. Give your name and do what you are told." The address was the headquarters of the GPU. Trembling with fear I took a streetcar and presented myself at a small window through which a taciturn man asked me my business. When I gave him my name he grunted and issued me a pass to the main building. There I waited an hour outside a cushioned door. I could not leave until the person I was visiting signed my pass.

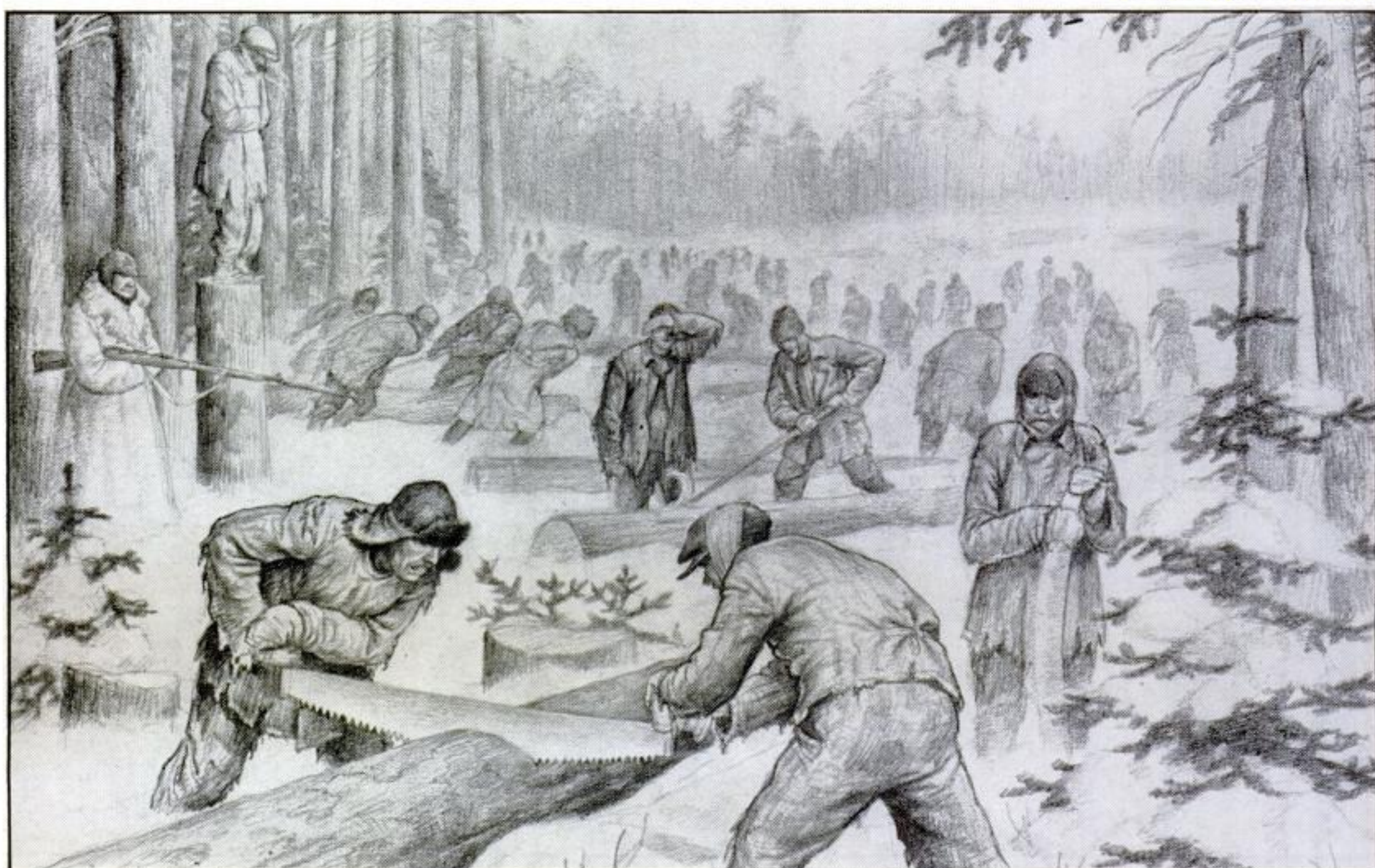
Then the door opened and a graying woman asked me to come in. "You understand," she asked, "that it is your duty as a Soviet citizen to help the state and the party?"

"Yes, ma'am," I said.

She gave me a pencil and paper and smiled knowingly. "Write," she said. And she dictated: "I, Comrade B_____, citizen of the Soviet Union, undertake to help the state by giving information. . . ." I wrote blindly. "Now sign your name," she said quietly.

I signed automatically. The woman smiled at me no longer. She gave me detailed instructions about the kind of conversations I was to report to the GPU and as to which of my fellow students I was to cultivate. She gave me her telephone number. "Now, bring a fine first report next week." I went home.

CONTINUED ON PAGE 119



THE LABOR CAMPS OFFER A VARIETY OF DEATHS

At a lumber camp like this one, sketched by the artist from descriptions given to him by former prisoners, a worker may die from exhaustion, from starvation or from cold. He starves

if he produces too little. His supervisors are usually common criminals. The man on the stump is being punished; he will stand there chanting "I am a felon" till he drops unconscious.

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expansion program continues.*





Gown by Maurice Rentner

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Motorola now offers receivers as low as \$119.95.

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Now Motorola presents completely new circuits that develop more power . . . put more brightness and clarity into the picture.



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Motorola offers a complete selection of table models, consoles and combinations . . . in modern or traditional cabinets . . . in screen sizes from 7 to 16 inches . . . at prices to fit every budget.

See your classified directory for your nearest Motorola dealer



TELEVISION'S STANDOUT VALUE
Economy-priced table model in smart moulded cabinet. Packed with "expensive set" features.
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BIG SCREEN TABLE MODEL
10" picture tube with BROADVIEW screen. Simplified controls. Mahogany or limed oak.
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Motorola Television FM-AM Phonograph Combination

12½-inch picture tube . . . 3 speed record changer for all the new records.

Here is *more of everything* you want in home entertainment . . . a 25% larger BROADVIEW screen that gives you clearer, brighter, steadier television than you've ever seen—due to brand new circuits . . . a Golden Voiced FM-AM radio with a new radar-type FM tuner that resists station "drift" . . . an automatic record changer that handles *all three* (78, 45 & 33½ RPM) record types . . . in a gorgeous hand rubbed mahogany cabinet. See it soon—compare it with others costing much more! Model 12VF4 (above)

All prices and specifications subject to change without notice. Prices slightly higher in the south and west.

Television Console with New BROADVIEW SCREEN

A flick of the "Target Tuning" station selector—and you're seeing and hearing television at its very best . . . on a big, BIG 12½-inch picture tube with expanded BROADVIEW screen. New chassis develops more power—puts more brightness into the picture—guarantees all-round better reception. Hand rubbed mahogany or blond finish. See it—you'll be surprised by its low price.
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RUSSIA THROUGH RUSSIAN EYES CONTINUED

I struggled to throw off the cobweb of deceit into which I had been drawn. I protested, I failed to appear when called, I wrote meaningless, idiotic reports. I grew up, became an artist, married. I did my work and drew my pay. As I grew older I learned that I was no exception; I was one of millions who were forced to spy on their fellow men. When the war came I was called up. But at every step I was pursued by the Soviet secret police.

When my unit moved to the front I found a quiet moment and crossed to the Germans. It was not that I had any illusions about them. From them I received only the starvation and maltreatment I had expected. It was simply that I could no longer live under the GPU, the NKVD, the MGB, the MVD—or whatever other names it may later assume. Until it is destroyed I will never return to my native land.

A SOLDIER

MY father was a peasant. I went to school for four years and then went to work in a tractor station near my home village in Central Russia. I worked hard and honestly. Unlike many others I never had trouble. We were middle peasants. Collectivization did us no harm nor any great good. Our ikon remained in the corner. As good collective farmers, my parents had one cow, some chickens and several sheep. With my wages we bought clothes. We lived well.

Until the war I never spoke my mind. I tended my own affairs. But I did not know that in other countries people were free to speak and travel as they pleased. I was never told that Paris and London had subways like Moscow. I knew very little although I knew I was not happy. After I married and our daughter was born, I let no day pass without praying for a better life for my child.

When the war came I became a soldier. In the army I began talking to my comrades. During the long nights, during dusty days of miserable retreat before an army better equipped, better led and better fed, back from the Bug to the Volga, we talked. I found that most of my fellow soldiers shared my feelings. For many years we Russians had worked long and hard, yet many of us were without shoes. Why? In fascist Germany, as we found when we entered Königsberg, farmers had not only shoes but motorcycles. They lived in brick houses, they plowed with tractors, and their children rode to school on bicycles. Why?

The commissars told us it was because the Germans stole from other people. That is true. The Germans did steal. But they did not steal their brick houses, nor their curving *autobahns*, nor the radio sets we found in every home, nor the well-kept fields on which they grazed their stock. How did the Germans make these things and keep them to use? Never before had we thought of asking. Now we determined to find out.

When the fighting stopped I was in a little village in Mecklenburg. The British were five miles away. One night I went to the British. I lied and told them I was a Pole so they would let me stay. I have learned much.

One thing I did for my wife. When I left my unit I found a corpse—there were many corpses then—battered its face beyond recognition and dressed it in my tunic, in the pocket of which I left my papers. Officially I am dead. If my wife and child are still alive, they are getting whatever is being paid to the families of the Russian dead.

A DOCTOR

I STUDIED hard, slept little and dreamed great dreams in medical school. Afterward I was sent to a small clinic in a town on the shores of the Black Sea. For two happy years I lived and worked. We took care of the farmers and fishermen, we had enough to eat. It seemed to us that our Soviet socialized medicine was doing well.

Then came collectivization, and our dreams and hopes blew up in our faces with the introduction of class medicine.

What is class medicine? We first heard of it in November 1929, when a man from Medsantrud [Medical Sanitary Workers Union] in Moscow came and spoke to us. "Soviet medicine can no longer stand aside in the struggle between the Soviet power and its enemies," said he. "Doctors must stop hiding behind the bourgeois myth of the neutrality of medicine and take an active part in creating socialism. They must help collectivization." From now on patients were to be divided into five groups:

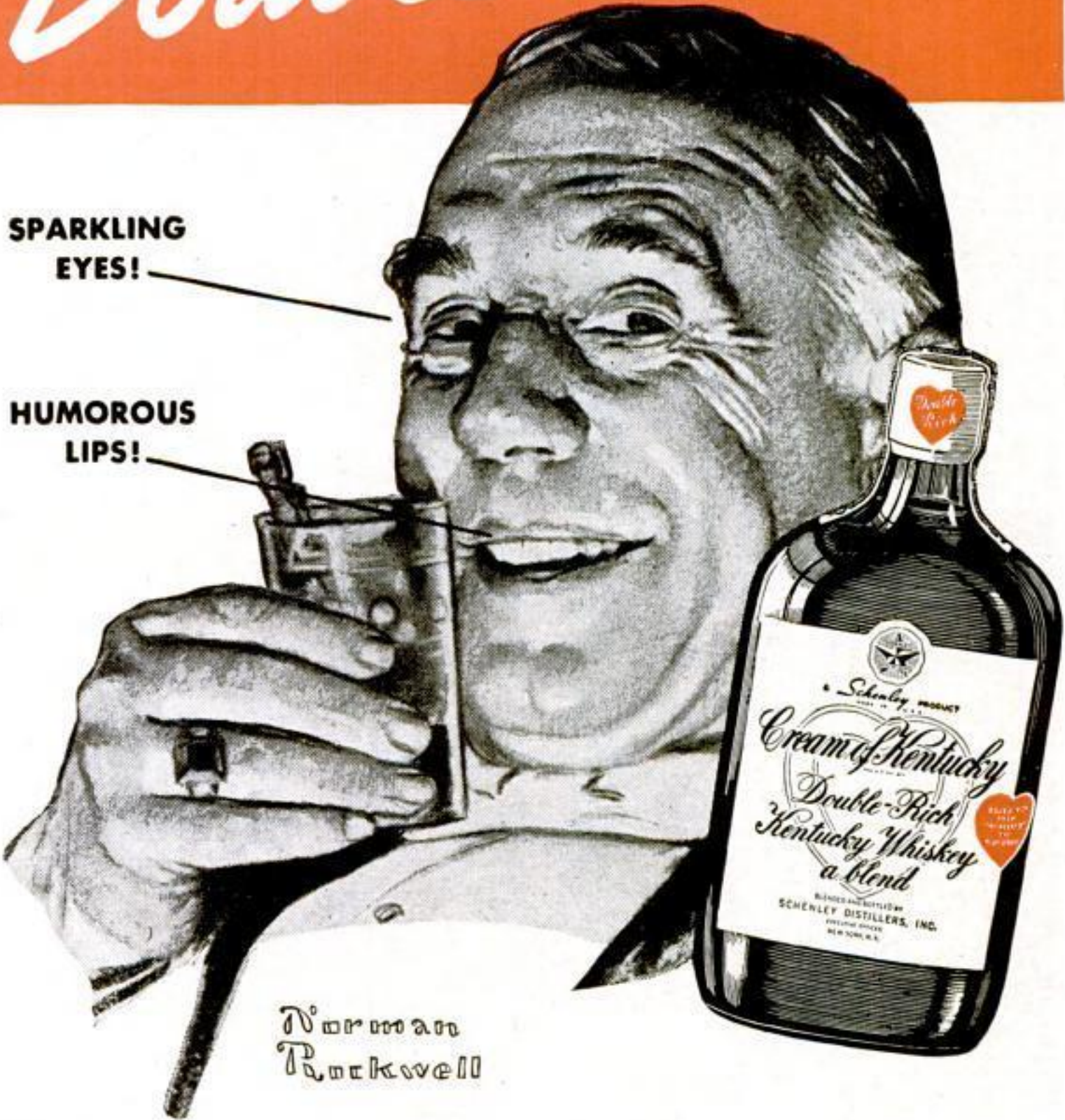
1. Industrial Workers
2. Collective Farmers
3. White-collar Workers
4. Dependents of the above categories
5. Kulaks, individual farmers and fishermen

Medical treatment, supplies, hospital beds and medicines would

CONTINUED ON NEXT PAGE

IF YOU ARE THIS JOVIAL TYPE
YOU'LL ENJOY THE WHISKEY THAT'S

"Double-Rich!"



Norman Rockwell

If you love good times, now is the time to really enjoy this *"Double-Rich"* Kentucky whiskey! Join the millions who say, *"Make mine Cream!"*

DOUBLE-RICH

Cream of Kentucky

KENTUCKY WHISKEY-A BLEND

86 Proof, 70% Grain Neutral Spirits. Copr. 1949,
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Mark of Merit
Whiskey

One cream is all you need for a complete beauty treatment when the cream is Jergens Face Cream enriched with new and precious Vitone.



Vitone your skin for creamy, dreamy beauty!



Give your skin a "complete facial" with Jergens Face Cream enriched with Vitone, a skin-smoother called finer than Lanolin. You'll never use any other cream... because you'll discover your skin looks fresher, younger... feels heavenly soft... just asks to be kissed!

Vitone-rich Jergens Face Cream is all-purpose. Use it as a cleanser, a softener, a dry skin cream, a powder base. It costs no more than ordinary creams. 20¢ to \$1.39 a jar. (plus tax)

Doctors' tests show 8 out of 10 complexions improved with

Jergens Face Cream

ALBA

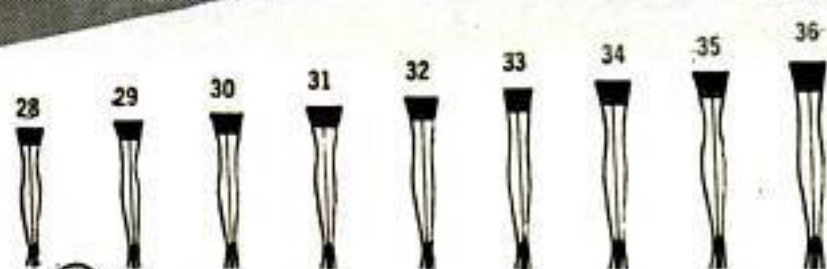
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Stockings
IN

9 FITTED LENGTHS
28 to 36 inches
in Fashion-Right Colors

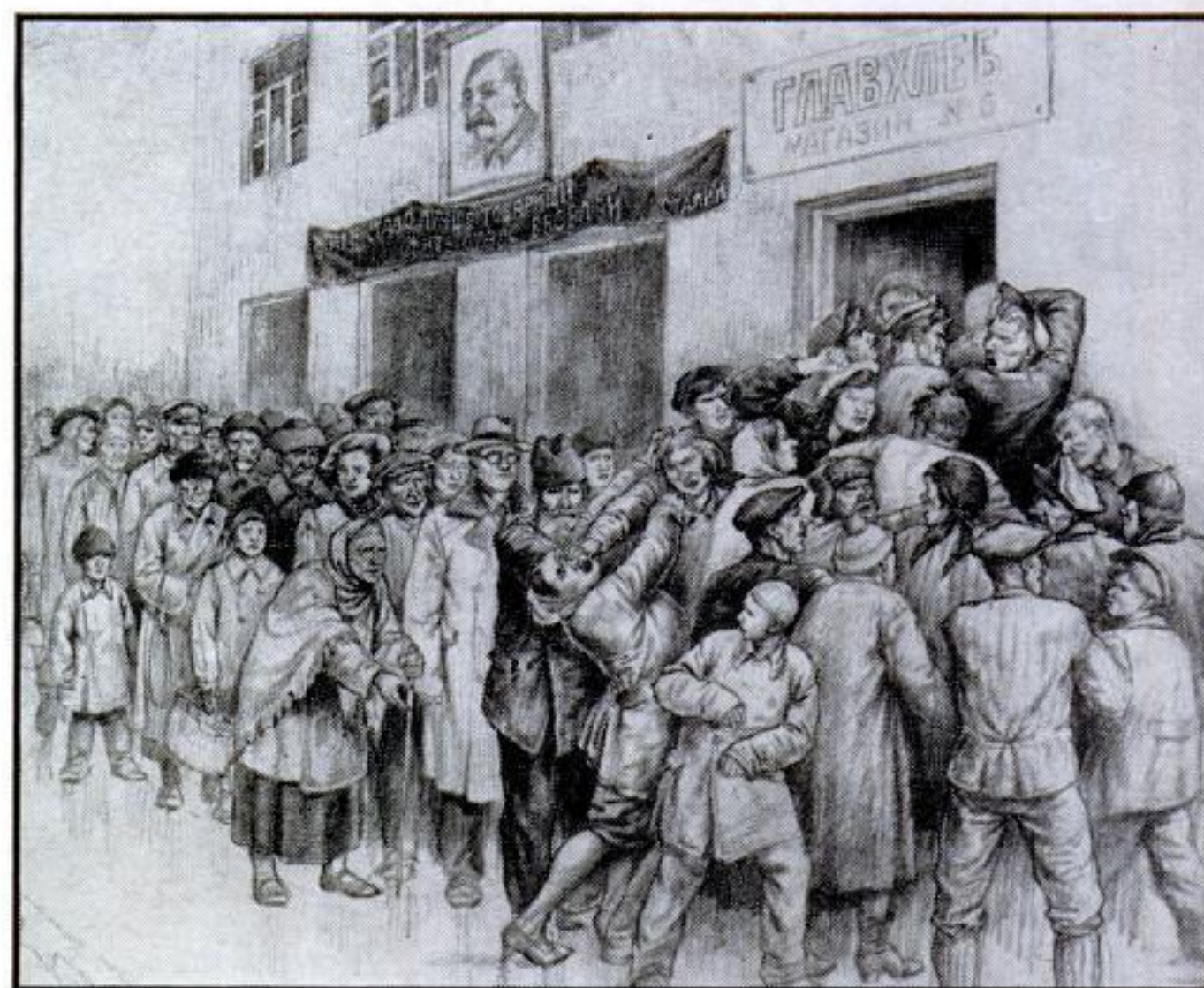
1.15
and up

AT BETTER
STORES
EVERYWHERE



Someone is looking at your legs

PILOT FULL FASHION MILLS, INC., VALDESE, N. C.



"LIFE IS GAYER, COMRADES"

Banners like this one appeared in Artist Korolkov's native Rostov and all over the Soviet Union when Stalin decreed, as the legend reads, "Life is better, life is gayer, comrades." Beneath the banners hungry citizens queued up for bread.

RUSSIA THROUGH RUSSIAN EYES CONTINUED

go to Group 2 only when Group 1 was taken care of, to Group 3 only when all patients of Group 2 had been treated, and so on. And if little was left for Group 5 (we had so little for anyone), that was not to be regretted.

Not only were we to observe these rules strictly, but we must help "crystallize" the effects of class medicine. Every few minutes we were supposed to make an appearance in the waiting room of the clinic and say, "Kulaks (prosperous farmers) come last because they retard progress. Those who wish the help of our Soviet medicine must do their share to speed the collectivization of farms and fisheries."

For the next few weeks we were under constant supervision by the local party. We were forced to let several people in Group 5 die in order to show that "we meant what we said."

There were many other unpleasantnesses. I was removed from my position and sent to Central Asia to treat the wild Kirghiz herders and the cotton workers of Turkmenistan. I worked at three jobs to make a living for myself and my family. Later, in the war, I spent weeks without sleep in the army trying to save the lives of the wounded, and other weeks without sleep in PW camps in Germany, blowing on the dying sparks of life in the starved bodies of our prisoners. These things were difficult, but class medicine was impossible. I will never return to the Soviet Union to practice it.

A JOURNALIST

MY father had been arrested by the NKVD and sent to a "distant point" without right of correspondence for 10 years, as an enemy of the people. I learned of this from my mother when I returned home on vacation. One morning soon after, the doorbell rang. My mother opened the door and admitted a man dressed in a good blue suit—something out of the ordinary for Moscow in the middle '30s. He said,

"Are you the wife of Enemy of the People K_____?"

"Yes."

"I request you to take your passport and come with me."

"Why?" my mother asked.

He answered smoothly.

"To clarify certain points with regard to your husband's arrest."

"Will I be gone long? I have a baby who must eat."

"I have a car. I will bring you back myself. You will be back in half an hour." His voice was quiet and reassuring, but my mother did not believe him. She went to the closet to get her coat and some things. The stranger looked at the pictures on the walls, then went over to the piano and played a few notes of a popular song. Then he turned to me and asked in a tired voice, "Are you the son of Enemy of the People K_____?"

"Yes," I answered as calmly as I could.

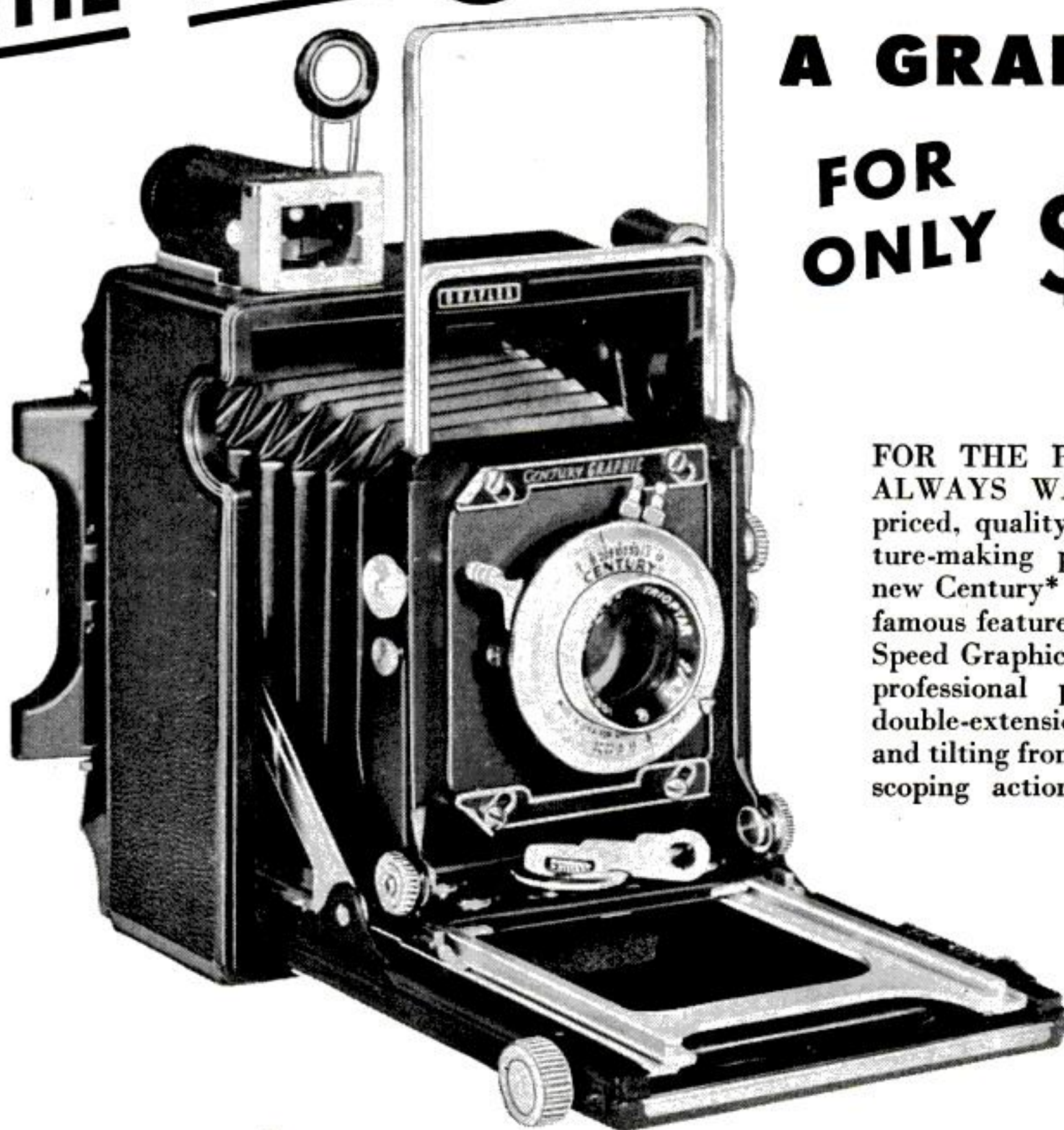
He smiled. "Then," he added, "you must be the brother of V_____, who was arrested two years ago. You just returned from the Urals."

"Yes."

CONTINUED ON PAGE 122

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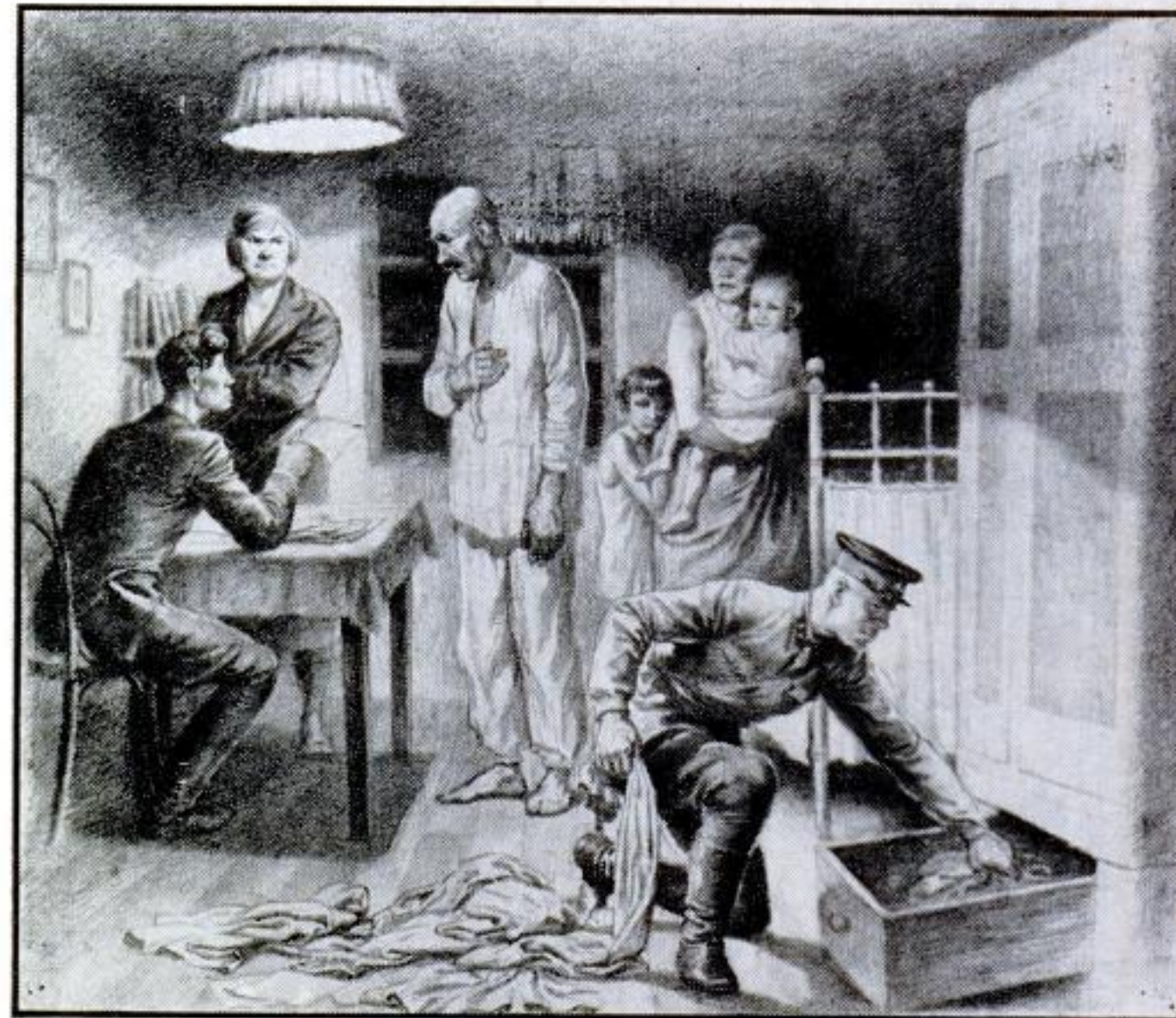
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AN "ENEMY OF THE STATE" HAS CALLERS

Tipped off by the hulking janitress, who was a part-time NKVD agent, the secret police came by night to arrest a family which lived in the artist's block. This entire family, like other millions in Russia, thereupon vanished from sight.

RUSSIA THROUGH RUSSIAN EYES CONTINUED

With an air of satisfaction he turned to the piano and played again the bars of the popular tune, this time whistling softly to his own accompaniment. I could not stand it.

"Will it be my turn next?" I asked.

He stopped playing and looked at me puckishly. "Do not hurry. There is plenty of time. For the moment we do not need you."

My mother appeared and they went away. I never saw her again.

Some time later I was working at night and there was a gentle tapping at the door. I opened it. A shabbily dressed man stared at me from the shadows. "Excuse me, are you K_____?" he asked.

"Yes," I said.

"Take this then." He pressed a piece of cigaret paper into my hand and was gone.

I rushed back to the light. My name and address were closely written on one side, and over it were the words, "Whoever finds this, if you are a Christian, deliver this message." On the other side were the words, "I got five years at Nogayev Bay as a wife of an enemy of the people. May God protect you."

One day some years later the police came and arrested all the members of a social group I had joined. Two of our group were exiled for counterrevolutionary activity. The rest of us were released on good behavior.

A year later another member of the group was arrested and exiled. I did not wait. I went to a distant city, and there a former member of the group introduced me to a fine old professor with skillful fingers. For those whose need was clear he would make new documents, with a dexterity which defied detection. He helped me. I began a new life as a journalist on a local newspaper.

I saw the professor rarely. He was busy and discouraged intimacy. But from time to time he would send someone to me, someone needing help—a food card, a job, a night's lodging, a railroad ticket. I helped when I could. And in each case got a further glimpse of our great loose-knit fraternity of the hunted. I found that we included Roman Catholic priests, Trotskyite conspirators, former officers of the White Armies. Most, however, were like myself, simple citizens forced to flee the elephantine lurchings of the GPU.

For four years I lived this life, learning well the job of Soviet journalist. It was not without interest. My editor was a party man who could barely write a sentence. I did most of the work. Every week or so I would visit a plant or a collective farm or a tractor station. I would talk with the management and then chat with the workers. I spoke their language. I knew what they were thinking but did not dare say. We got on well.

After each such expedition I had two stories to write. One was a close-up of some local worker or farmer, young, vigorous, the son or daughter of poor peasants, who had just succeeded in achieving some production record believed impossible by bourgeois technicians or by local party bureaucrats unaware of the huge reserves of energy in the breasts of Russia's patriotic masses. The subject was, of course, studying in night schools, planning to join the party, and

CONTINUED ON PAGE 125



Honeymoon by the River — painted for the De Beers Collection by Jean Hugo



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Get your goose pimples here, folks



1882 Americans spend millions on machines that give them chills and thrills. One of the earliest was the merry-go-round. A brisk canter on this thriller made Grandpa feel like a knight on a fire-breathing charger, 23 years after the name Corby's first came to Canada.



1910 Remember those nerve-tingling shoot-the-chutes? They were tops in amusement-park thrills when the name Corby's was 51 years old in Canada. Lickety-split down the ramp, and then a glorious splash in the lagoon! (Naturally, you held your girl tightly to "protect" her.)



1924 Thrill-chasers flouted gravity in wildly careening roller-coasters when the name Corby's was in its 66th year of fame in Canada. People from miles around paid good money to be scared out of half a year's growth. Hold on to your hat, mister! The next turn's a dilly!



COLOR PHOTOGRAPH BY PAGANO AT ROCKAWAY PLAYLAND

1949 Amusement parks today have devices that all but shoot you out of a rocket. Parachute jumps, airplane spins and a host of other fun-rides guarantee goose pimples for all the family. A different kind of thrill awaits you on other occasions . . . when your friends praise the thoughtfulness of your hospitality. *That usually happens when you serve Corby's . . . a light, sociable whiskey with a grand old Canadian name.* The low price is exciting, too!



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RUSSIA THROUGH RUSSIAN EYES
CONTINUED

had just bought some shining new article—a radio set, or a pair of new shoes—with bonus money.

The second story was an exposé of some running sore of local bureaucracy. This was more difficult. In the first place it had to have at least some basis in fact. In the second place it was unwise to expose people too highly placed, or people in contact with the NKVD. It was usually wise to pick someone with a blemish on his record and therefore unable to fight back.

By using caution and working hard, I managed to write such stories regularly for four years without any serious trouble. Then one day when I was going to Moscow for a journalists' conference I was arrested in the train, by pure coincidence. It was 1937 and thousands were being arrested every day. I was taken to witness the arrest of a fellow passenger, but by mistake I was locked up as one of the arrested. I waited for seven months in a horribly crowded cell in Tula until finally I was called for interrogation. A harassed, stupid pink-cheeked boy, one of the thousands recruited hurriedly into the NKVD during the purge, peered at me wearily across a cluttered desk. "Tell me quickly of your counterrevolutionary crimes. I have much work and little time," he said. When I protested my innocence, I was taken back to the cell for another week. Then I was called again. "Your confederates have confessed. I know all about you. Why be stubborn? Confess all and you will get eight years, open air, better food. . . ."

I was afraid that he had discovered my falsified papers, but this was not the case. He had no idea why I had been arrested. Again I pleaded my innocence. I was put into a small closet in which I could neither sit or stand. On the second day I thought my back would break, on the third my feet began to swell. On the sixth day my legs were three times their normal size. So I signed the document the pink-cheeked boy passed through the hole in the door. I confessed membership in a counterrevolutionary group in Tula, where I had never lived. I confessed conspiracy with three men and two women whose names I had never heard before. I admitted planning the assassination of the leader of the Communist party of Tula, a man later shot by the NKVD.

A month later I escaped from a long line of prisoners being taken at night from prison to the station.

I changed identity again. But I had had enough. It was a losing fight. When a chance came in 1944 I gave myself up to the Germans.

A REGULAR ARMY COLONEL

TWO events made me decide to leave my country and my army after 26 years of service. The first was the Tukhachevsky Affair. I knew Marshal Tukhachevsky well, having served under him in Poland and on the General Staff in Moscow. I also knew him during the late '20s, when the Russo-German Rapallo Treaty of friendship was in force and German armored units were training in Russia. The marshal, like some of his subordinates, believed in Soviet-German cooperation.

As war clouds piled up in the middle '30s, Tukhachevsky feared an eastward drive, led by Germany, and aided by Britain and France. One way to prevent this was to make an agreement with Berlin. On his own responsibility, in 1936 and 1937, Tukhachevsky ordered exploratory talks with German military authorities, who reacted favorably.

Tukhachevsky would have liked to see Stalin overthrown, and may have spoken of this desire with others. At any rate he was arrested and executed. The purge lasted nearly two years; 30,000 officers were arrested; the entire army was disorganized and paralyzed to such a degree that in 1939-40 the Finns were able to defend themselves against a Russian force more than twice as large as their own. And after all this, Stalin himself adopted Tukhachevsky's policy and in 1939 concluded a friendship pact with Hitler.

The second decisive event in my life came in 1945, after I had fought through the war loyally and returned to Moscow, a colonel of the guards, with three rows of medals on my tunic. I was assigned to the General Staff. I found that military theory had changed completely. Defense in depth had been replaced by a theory of offensive defense. The only real way to defend the Soviet Union against its many enemies and guarantee peace, so the new theoreticians reasoned, was to destroy the enemy in his own lair. Europe was in a state of bankruptcy and political instability, which might be expected to last several years. During this period it was essential to set up friendly governments—"people's democracies"—as far as the Pyrenees and the English Channel. Military force was to be used where necessary, local Communist parties and fellow travelers everywhere. Special attention was to be paid to the bridge builders—the Hewlett Johnsons [England's "Red Dean" of Canterbury—ED.], who build

CONTINUED ON NEXT PAGE

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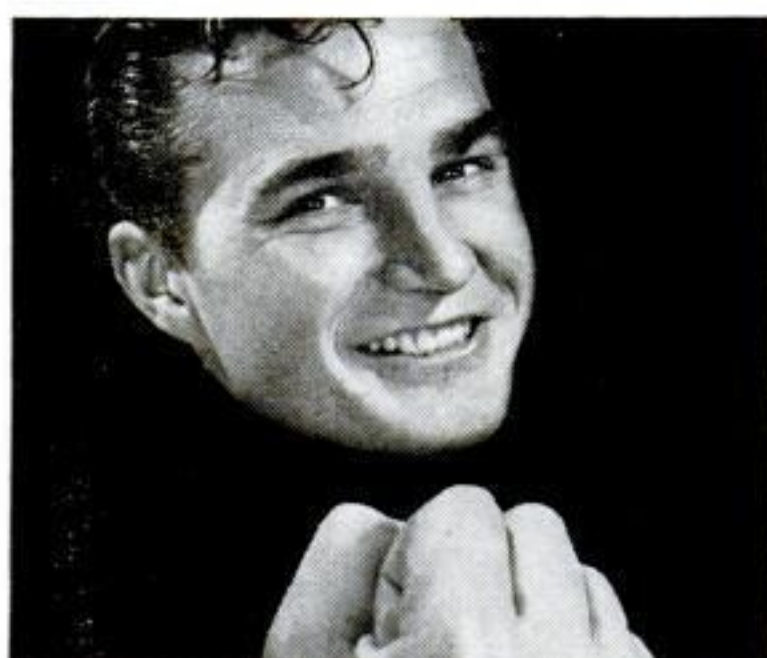
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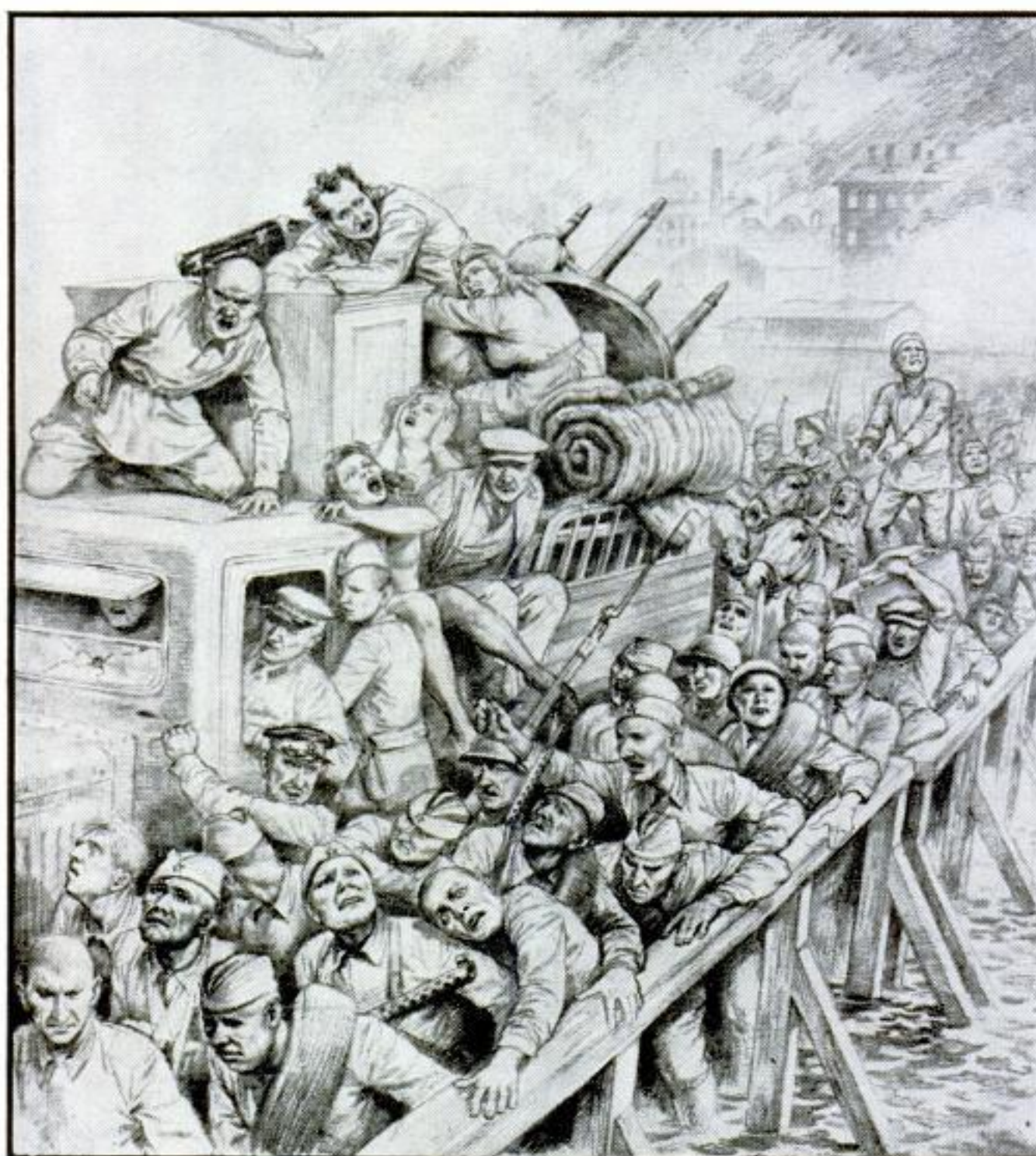
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THE RED PANIC AT ROSTOV

As Artist Korolkov watched, the Soviets fell back in a wild stampede from Rostov in 1942. As the better-equipped German soldiers pushed on, Red soldiers were not reassured to see their panicky commissars fleeing atop trucks (above).

RUSSIA THROUGH RUSSIAN EYES CONTINUED

bridges of "understanding" between East and West—bridges which the Soviet Army would later find useful.

In effect my job was to prepare aggressive war against the nations of Western Europe, with every indication that the plans would be put into action at the earliest possible moment.

In April 1947 I made my decision. I was in Germany planning the paramilitary "people's police." My wife came to visit me and together we fled—to the American sector of Berlin.

A TEACHER OF MATHEMATICS

THE director of our technical high school was a Communist party member, and he was afraid. When one textbook was banned and its author arrested because the book contained the sentence, "Skepticism is often the mother of discovery," he called a meeting of the faculty. Each teacher was ordered to read through all the books in his department and look for such treasonable passages. "I urge you not to be careless," the director said. We all read our eyes out, and then several hundred books we had "set aside" were taken to a mill and pulped. This was in 1937, and it was the beginning of my awakening.

Soviet schools, I discovered, quite consciously set out to teach the country's youth how to produce without thinking. Students learned to read blueprints, to pull teeth, to design trusses, grow cotton, manufacture artillery and print books. But they were not taught to think critically.

Furthermore they were fed a version of history and economics which was always one-sided and in some cases absolutely false. Dozens of historical figures were simply removed from history books and replaced by others who in later life had remained loyal to the Stalinist regime. In most countries academic institutions try to find truth. In the Soviet Union they are dedicated to the reproduction of fallacies.

In the lower schools such practices became routine. Those who objected were removed and usually arrested. Socialism triumphed.

But in the higher schools there was continual difficulty. In research institutes there was chaos. Much of the world's best research is done by students brooding and studying by themselves—an occupation for which Russians have an undeniable talent. Yet it was found that as soon as students were given such opportunities, they became vocally anti-Soviet. Our top men knew that progress could be achieved only by broadening knowledge. The NKVD knew that broad minds were inclined to oppose Stalin.

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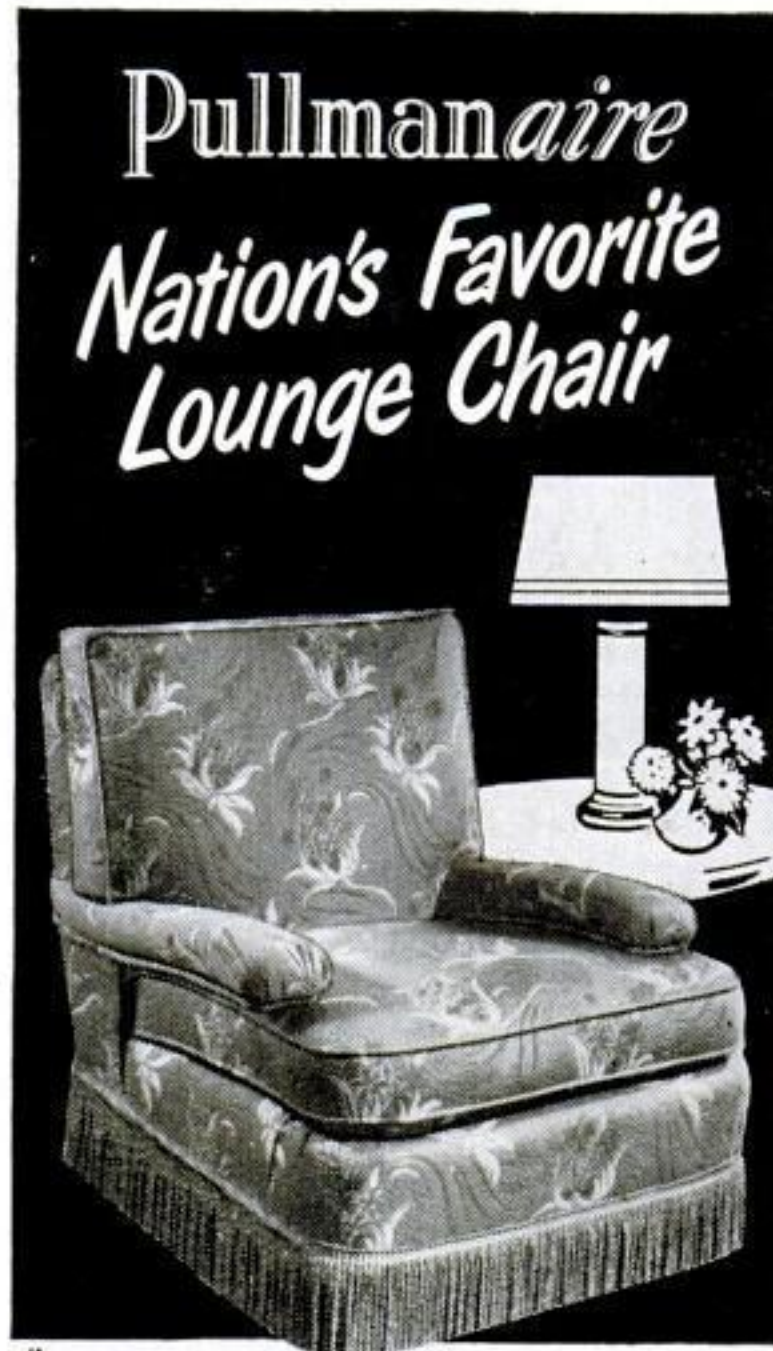
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The NKVD won. Minds were confined, courses were restricted, and libraries were closed. Soviet education and Soviet science became reactionary. They did not open doors; they closed them.

The result of this development in the late 1930s was the creation of a scientific vacuum in the Soviet Union. The purges in higher schools in 1937 and 1938 and the flight abroad of some of Russia's best scientists made matters worse. The government tried to remedy matters by raising charlatans like Lysenko, the well-publicized plant geneticist, to the status of national heroes. But Soviet science and education, like Nazi science and education, declined to unprecedented depths, and for identical reasons.

I underwent great personal inconvenience during the purges—two years in a labor camp—and during the war, in which I served as a lieutenant of engineers. But the real reason I refused to return from my PW camp after the German capitulation was the abyss into which the Kremlin has dragged Soviet science and education.

I would like to return to my home. I would like to help build up Russian science to the heights warranted by the latent ability of our people. But as long as communism rules, things will not get better. They will grow worse, and I would prefer the dubious comforts of the Schliessheim DP camp even to a professorship in the University of Moscow.

A RESERVIST CAPTAIN

I WAS mobilized a week before the German attack and sent to a special school for partisan commanders. At 25 I became leader of a partisan unit operating behind the German lines in the Ukraine. I was a sincere and diligent party member and for two years I followed orders. But during that time I learned a great deal.

In many places the Ukrainian population greeted the Germans as liberators during the early months of the war. Had the German High Command not been so foolish, it might have won the war in Russia then and there. Our armies were deserting as fast as they were brought to the front. The local population was supporting the Germans. Not only did we have no effective partisan movement behind the German lines, but in effect the Germans had millions of partisans behind ours.

We of the partisan general staff were given the task of reversing the situation. Aided by the incredible stupidity of the German command and the sadism of some local German officers, we succeeded. Our methods were simple. We sent single men or women, armed only with a pistol or a grenade, to towns or villages where the Germans were billeted. They were ordered to make as much trouble as possible; to kill a German sentry was the least they could do. To toss a hand grenade into a German hospital train or into a barracks window earned the partisan a medal.

Almost immediately the Germans reacted exactly as we had hoped. They would shoot the men in such a village and deport the women as slave labor. They took hostages from neighboring villages. Sometimes they got so angry that they executed women and children in reprisal for our acts.

Then we would send a small group to such an area to organize a partisan unit, and we would now find recruits. As the Germans became more cruel, as their relatively decent combat troops were replaced with Gestapo personnel from Germany, our work became easier and more effective. Villagers who had greeted the Germans with flowers began to hate them. Red army men who had deserted in the early weeks of the war began to escape from their filthy prison cages and join our ranks in the swamps and forests.

Stories of German sadism and cruelty spread eastward and the peasants began to wonder whether perhaps they were not better off under the Bolsheviks. Desertions tapered off. The Soviet armies began to fight effectively.

Our work went on. Sabotage, terrorism, guerrilla battles. One day I was designated to go to Moscow as representative of the partisan staff. We were decorated and discussed our problems with Stalin himself in the Kremlin. We came with plans for the assassination of one German military governor in the Ukraine who was so cruel that he murdered hundreds of our people apparently for the pleasure of seeing them die. But our great leader, in his wisdom, turned down our suggestion. "Let the sadist live, for the moment," Stalin said. "Let the Soviet people learn what it means to live under the heel of a foreign tyrant. But you will have your assassination all the same," and he smiled. "You will assassinate this man," he said, and designated the most reasonable and human of the German military commanders in the Ukraine. The man was later duly assassinated and replaced, as Stalin knew he would be, by a sadistic hangman from the SS.

This unforgettable incident began my disaffection. For the first

Fast HELP for HEADACHE

UPSET STOMACH
JUMPY NERVES

BROMO-SELTZER
FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary headache always take Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.

Sensational NEW EVANS AUTOMATIC LIGHTERS

\$5.00
tax free

THE WINDSOR TABLE LIGHTER

Look for the Red Seal... an exclusive feature found in all new Evans lighters.

Fuel control... prevents fluid evaporation, overflow... gives instant light always.

BEST BUY OF ALL—BEAUTIFUL JEWELER-DESIGN TO GRACE TABLE OR DESK. OTHER MODELS TO \$10

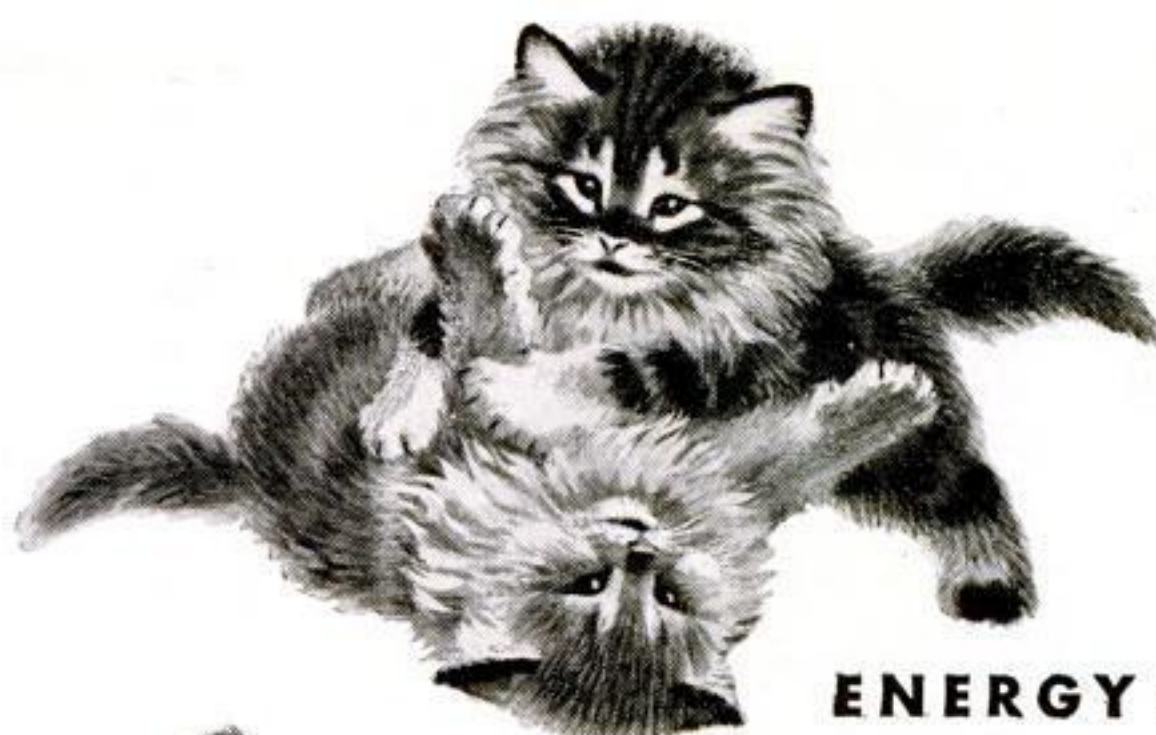
... AMERICA'S BEST **Evans**

EVANS CASE CO. ... No. Attleboro, Mass.
CREATORS OF FITTED HANDBAGS AND POWDER BOXES

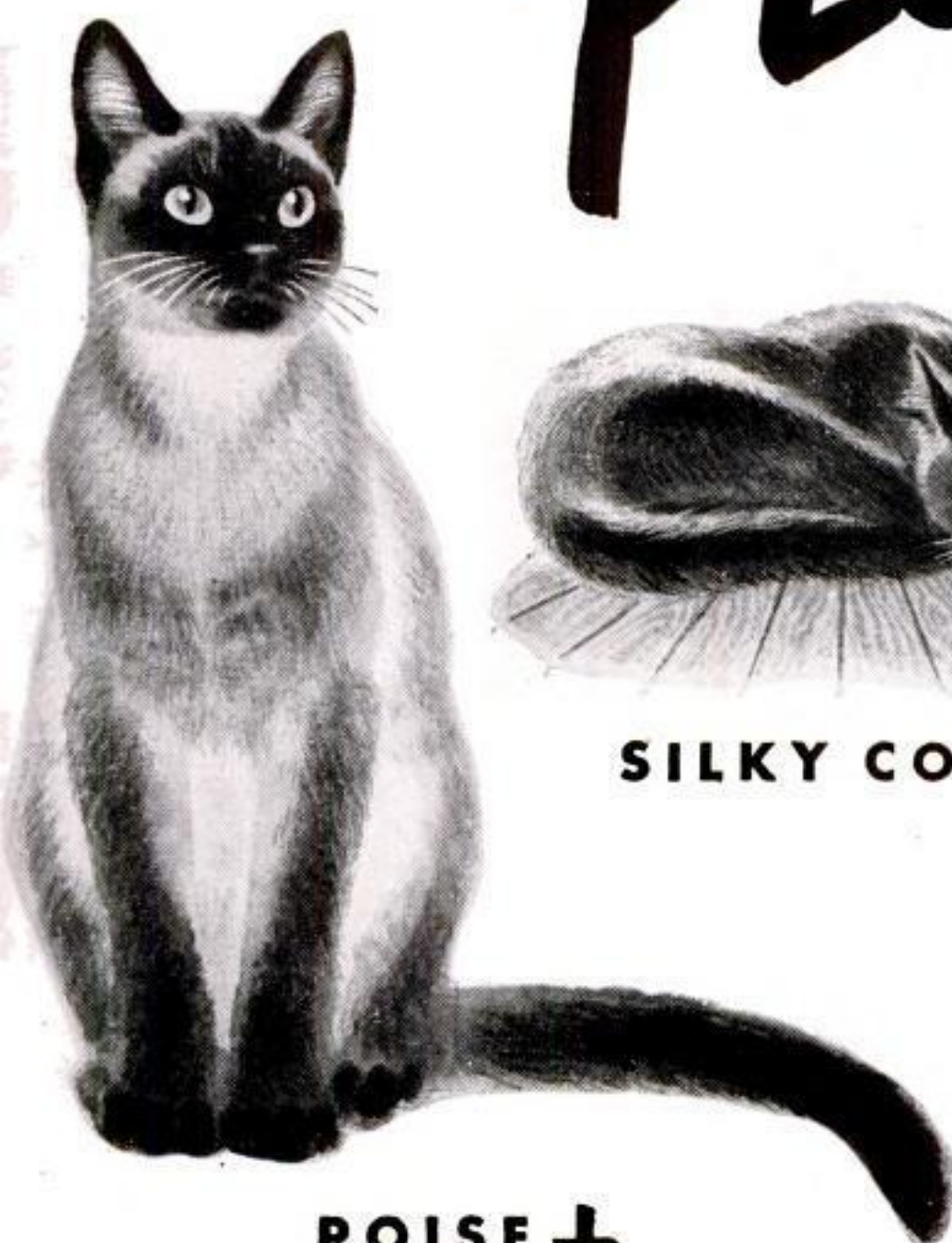
LITHENESS +



ENERGY +



Puss'n Boots
adds the
PLUS!



POISE +



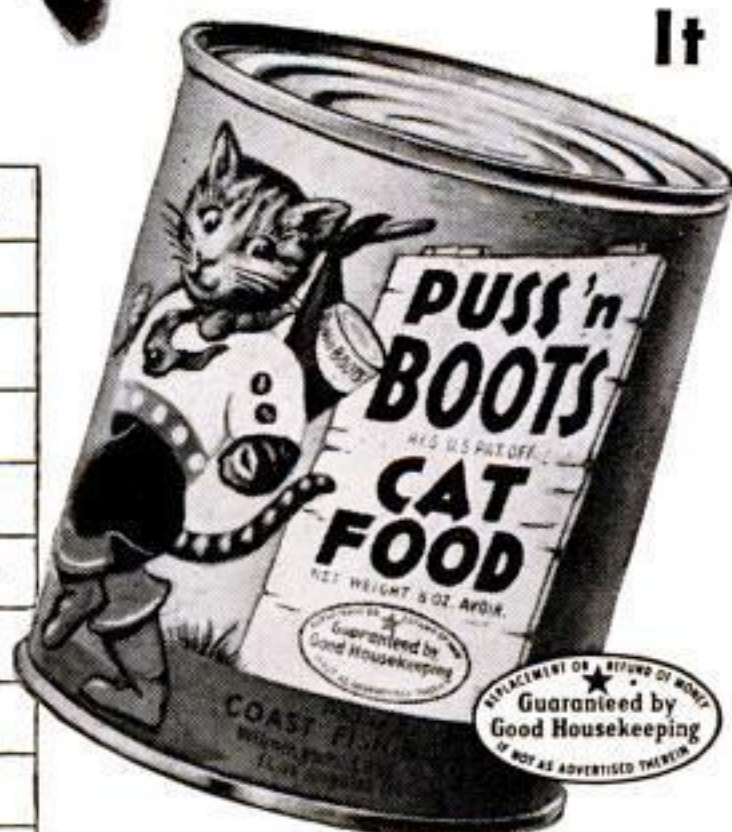
SILKY COAT +

PERCEPTION +



It brings health benefits you can see

Puss 'n Boots is made of 85% fresh-caught whole fish		
FISH	for	strong tissues, maintenance, growth
Bone	"	strong bones and teeth
Liver oils	"	healthy skin, glossy fur, energy
Mineral salts	"	good blood, nerves, tissue growth
To which are added other carefully selected elements		
Rice Polish	for	good disposition, energy, growth
Corn gluten and ground barley	"	energy
Alfalfa greens	"	healthy skin, regularity
Peanut and linseed meals	"	good eyes, appetite, digestion, steady nerves
Thoroughly cooked in the can—vacuum-packed—safe		



© 1949 Coast Fishing Co.

Unsolicited letters from all over America praise Puss 'n Boots for its plus values. Users write that after only several feedings they notice improvements in their cats: added energy, silkier coat, new alertness—sure signs of complete nutrition.

Puss 'n Boots could never have become the largest selling cat food in America—if we had skimped anywhere in quality.

Our boats go to sea regularly to catch fresh, deep-water fish for Puss 'n Boots. In preparing it—no vital, health-laden part is removed.

Thus, your cat benefits from all the vitamins, liver oils, protein and mineral salts of whole fish—benefits, too, from the selected cereals that are added for nutritional balance.

So feed your cat Puss 'n Boots. Just one 8-oz. can will provide the average-size cat with the complete nourishment it needs every day.

GET THE PUSS 'N BOOTS BOOK

Send three Puss 'n Boots labels and 10¢ in coin for 24 pages of delightful animal pictures in color by Feodor Rojankovsky. Coast Fishing Co., Dept. Q, Wilmington, Calif.

PUSS 'N BOOTS IS AMERICA'S LARGEST SELLING CAT FOOD

**CAN YOUR SCALP PASS THE
FINGER-NAIL
TEST?**



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair... relieves dryness... removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

**YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
WILDROOT
CREAM-OIL**



A LITTLE WILDROOT CREAM-OIL makes your hair look and feel good all day long. Grooms perfectly without that greasy plastered down effect. Get a bottle or tube today at any drug counter. Ask your barber for a professional application.

**NOW YOU CAN GET
AMERICA'S LEADING HAIR
TONIC IN NEW 25¢ SIZE!**

IF YOU'VE NEVER used Wildroot Cream-Oil, don't put it off any longer. As little as a quarter buys you days and weeks of smart good grooming that can't be beat. Then you'll know why it's—again and again the choice of men who put good grooming first!

**NON-ALCOHOLIC
Contains LANOLIN**

SMART WOMEN use it for grooming, relieving dryness, training children's hair. Now available in new 25¢ size (also larger economy sizes) at drug counters.

TUNE IN "The Adventures of Sam Spade" Sun. evgs., NBC Network.



RUSSIA THROUGH RUSSIAN EYES CONTINUED

time I saw that Stalin was not interested in people but in power. He wanted Russians to suffer under a foreign tyranny so that later, after the war, they would find his tyranny less oppressive.

In 1943 I was taken prisoner and sent to a camp in Austria where I was liberated by the Americans. I will not return while Stalin lives.

AN AIRCRAFT DESIGNER

WHEN Stalin, Malenkov and Beria visited Germany right after the war and saw the results of American and British strategic bombing, great trouble broke loose in the institute of aircraft design where I worked. A commission was appointed to study the cities of Berlin and Dresden in detail. Top designers and executives in Moscow were fired and arrested in the biggest shake-up since the purge in 1936-38.

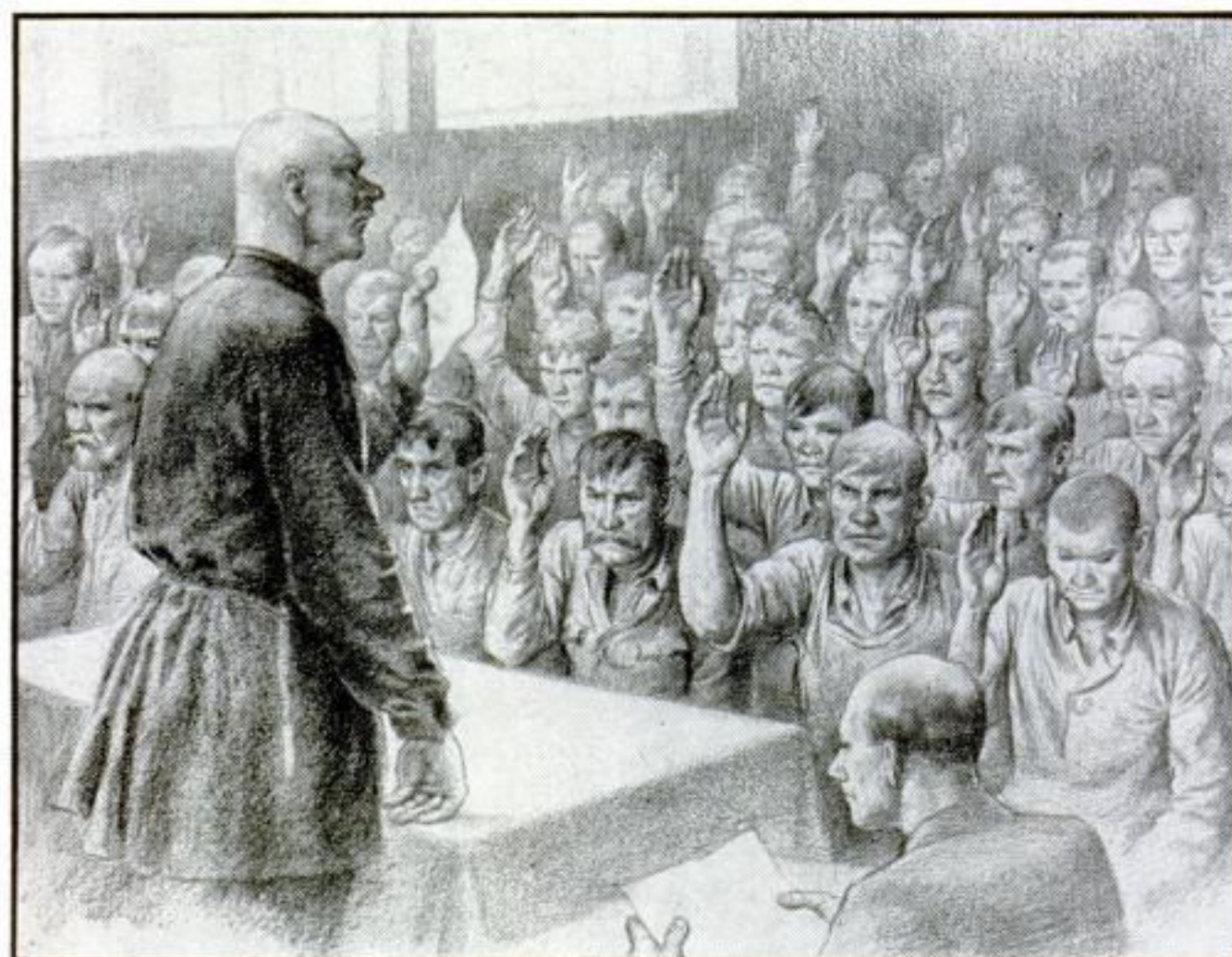
The designer Andrei N. Tupolev, who had been in and out of jail for years, reappeared with a bomber copied from the B-29, was decorated again and then taken into custody. Our intelligence people were goaded into feverish activity, producing considerable information, not only about the B-36 but about foreign bombsights and radar. Several hundred German specialists were brought to Moscow and put to work. Things began to happen. We had some excellent planes by 1947 though the lack of a good jet engine was a pressing embarrassment.

The General Staff was also shaken up. It was told to prepare for a war with the U.S. This it did, producing staff plans which called for the destruction of all American air bases on the continent of Europe. The staff was all prepared to send ground forces across the Elbe in 1947, but Stalin said "No" and sent its members back to their conference rooms. The more they studied and conferred, the surer the staff men became that if war against the U.S. was to be pursued successfully American air bases must be eliminated from the Eastern Hemisphere. In case of sudden war England must be attacked and taken immediately by airborne troops, in order to prevent the island from becoming the anchored aircraft carrier it was against the Germans in 1942 and 1943.

The more the army thought, the more unrealistic the generals became in a Europe where Communism was losing ground, and where the Soviet Union faced tremendous economic and political problems. The Politburo grew worried and decided on a slow and stubborn strategic retreat in Europe. This made the army furious.

Both the Kremlin and the army continued to press for a strategic air arm comparable to America's. We were accused of indifference, sabotage. The MVD appeared with slide rules and began to look over our shoulders at our drawing boards.

About that time I was sent to Germany for a short trip. I was frightened; I decided to desert. The British and Americans have treated me correctly, sometimes politely, but they often do not take seriously what I say. They do not believe that, if war comes, Russian bacteriological warfare, fifth-column activities in Britain and America and the great weight of Russian infantry may go far toward overcoming the tremendous weight of Western superiority in the air. They do not believe that they were nearly attacked in 1947.



SOLIDARITY IS ALWAYS WONDERFUL

As at this factory meeting, the people's "votes" in the Soviet Union always go the same way, i.e., the way the authorities want them to. Thus higher work quotas are always quickly "approved," loans are always "oversubscribed," amid scenes of "enthusiasm," as *Pravda* expresses it, "which defy description."

**SOLID Comfort!
KENTUCKY
CLUB**



What a catch!—this fragrant, friendly blend of extra-mild White Burley gives you topnotch enjoyment—plus a valuable "dividend check" in every tin! If your dealer doesn't carry Kentucky Club, send your name and his name with addresses to: Mail Pouch Tobacco Co., Wheeling, W. Va.

Look for the Blue Tin with the Red Rider!



MADE BY THE MAKERS OF
MELO-CROWN CIGARS
AND
MAIL POUCH
CHEWING TOBACCO
Famous for
TASTE and QUALITY

Listen to: "THE FISHING and
HUNTING CLUB OF THE AIR"
Mutual Network, every week

**BALANCE HIS DIET
AND YOUR BUDGET!**



It's easy—just make MILK-BONE TINY BITS the basis of his diet! Simply add table scraps, soup or broth and your dog's diet can be as varied as your own... *nutritionally balanced* to his individual needs. MILK-BONE TINY BITS are baked for easier digestion—sealed in sanitary cartons. Economical because you add the liquid to this concentrated food! Start feeding them today!

MILK-BONE TINY BITS contain nutrients your dog needs: Vitamins A, B₁, B₂, D, and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.



BAKED BY NATIONAL BISCUIT COMPANY

National Biscuit Co., Dept. E-92
414 W. 15th St., New York 11, N. Y. **FREE SAMPLE**
Send me free MILK-BONE TINY BITS. Also Book-let: "How to Care for and Feed Your Dog." (Please print. Paste coupon on penny postcard if you wish.)

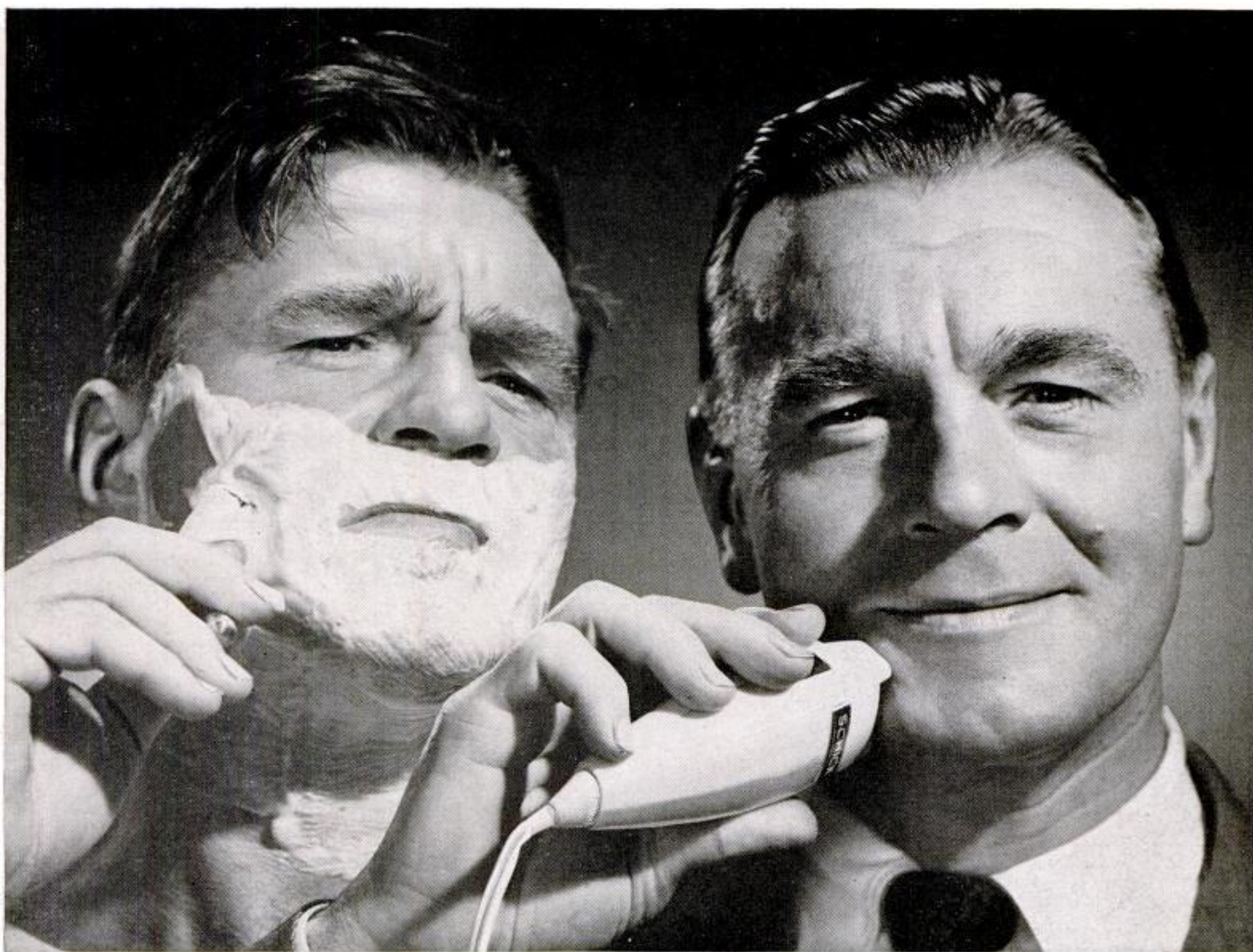
Name.....
Address.....
City and State.....
This offer good in United States only

Your NEW Schick Electric must OUTSHAVE BLADE RAZORS

...OR YOUR MONEY BACK!



Here are the Schick Electric Shavers that must beat blade shaving or your money back. The Schick Super (right)—\$22.50. The Schick Colonel (left)—\$17.50



Here's a chance to compare, right in your own home, the ease and comfort of Schick electric shaving with ordinary blade shaving.

Go to any store that sells the new Schick Electric Shaver. Buy it. Try it. If after ten days' trial you aren't convinced that your Schick does a better job of shaving than

your ordinary blade razor... just return the Schick and get your money back.

We can make this challenging offer because we are certain once you have enjoyed Schick electric shaving you'll say "Good-bye forever" to blades, soaps, creams, and styptic pencils. Schick Incorporated—Stamford, Conn.

YOU BE THE JUDGE.
TRY A
SCHICK
FOR TEN DAYS
...IF IT DOESN'T
OUTSHAVE YOUR BLADE
RAZOR (We mean,
give you a **FASTER**
more comfortable
shave that's just
as close as you want),
RETURN IT TO
YOUR DEALER AND GET
YOUR MONEY BACK.



"The Schick shaves close—
and is easier on the face!"
says EDWARD WILSON
Bronxville, N. Y.



"I wouldn't give up the Schick
Electric for any other shaver
—and I've tried them all,"
says J. ROBERT CAMPBELL
Beloit, Kansas



"I'm sold on the Schick—it shaves
me as fast and as close as any
blade,"
says CHARLES H. ROEDER
Reading, Pa.

SCHICK ELECTRIC SHAVES



LANGOROUS MINDY needs only to open her mouth to hypnotize noisy nightclubbers into silence and send

tears coursing into their highballs, with sincere delivery of torch songs like *Mad About the Boy* and *Lonely Girl*.



ATHLETIC MINDY IMPROVES ON BROTHER'S T-SHIRT

LADYLIKE TORCH SINGER

Mindy Carson, pride of the Bronx, rockets herself into the bigtime

Along Boynton Avenue in the Bronx blue-eyed Mindy Carson was known as the tomboy type. At P.S. 77 and at James Monroe High she loved to play baseball after school—and played it better than the boys. She also liked to sing, but the teachers couldn't see her as a vocalist with the school band. Recent evidence shows the teachers had tin ears.

Two years out of high school and still burning to sing, Mindy threw up her job at a candy company under fair warning from her parents that if she didn't make good as a singer in 12 months, back to business she must go. Just ahead of the deadline, Paul ("Pops") Whiteman gave her a featured spot on his radio show, and Mindy was on her way. Last week her ladylike stage presence ("looks just like Ingrid Bergman," say her admirers) and her fresh soprano voice ("clear as a brook and soft as the wind," said reviewers) had made 22-year-old Mindy the talk of Boynton Avenue and of the entertainment world as well. She was given a Cinderella chance to sing at New York's Copacabana, and became the youngest star ever to headline a show. Now she is at Ciro's in Hollywood. In her pocketbook are long-term radio, television and recording contracts with NBC and RCA Victor. And in Mindy's future, with a major studio screen-testing her, is a possible movie career too.

CONTINUED ON PAGE 135



A box of packaged desserts, a green gelatin mold, a chocolate pudding cup, a chocolate and vanilla sundae, and a peach pie.

America's Finest Packaged Desserts

PUDDING POWDERS
and
FRUIT FLAVORED GELATINS

are enriched with

dextrose

food-energy sugar

Aside from their convenience and economy, packaged desserts offer a wide variety of delicious enjoyment. They are rich in flavor... rich in food value... rich in dextrose, food-energy sugar. Have you served these desserts lately?

CORN PRODUCTS REFINING COMPANY

One of the producers of dextrose
... a natural sugar

You get all these advantages ONLY IN THE FAMOUS

Sunbeam AUTOMATIC MIXMASTER

REG. U. S. PAT. OFF.



New AUTOMATIC
JUICE EXTRACTOR

Screened
strainer auto-
matically joggles
the juice out of
the pulp.

AUTOMATIC JUICE EXTRACTOR. Now—a complete juice extractor that juices oranges and lemons in a jiffy—and automatically joggles the screened strainer to shake the juice out of the pulp. You don't attach this juicer—just turn down the Mixmaster handle and set it on the cone. *Completely automatic. Fast. Easy-to-use. Easy-to-clean.* Another Sunbeam Mixmaster exclusive advantage.

New AUTOMATIC
BOWL-SPEED CONTROL

AUTOMATIC BOWL-SPEED CONTROL. Now—you never have to turn the mixing bowl by hand, even when beating eggs. Nor do you ever have to slow it down by hand with the heaviest batters. With the New Sunbeam Mixmaster, bowl-speed as well as beater-speed are *BOTH automatically controlled!* One of the beaters on the New Sunbeam has a special button that contacts the inside bottom surface of the bowl, keeping beater-speed and bowl-speed *uniform*—automatically. This great new convenient feature for easier, more *EVEN* food mixing is another reason why there is no substitute for Sunbeam Mixmaster.

Famous
MIX-FINDER DIAL

You have the correct mixing speed right at your fingertips. All the every-day mixing speeds are plainly indicated. Easy-to-see, easy-to-set and scientifically right. And you know the results will have that "success secret" of delicious foods—*EVEN* mixing every time.

AUTOMATIC
BEATER-EJECTOR

Tilt the handle—out drop beaters individually, for easy cleaning. No pulling. No messy fingers.

Enjoy new freedom from the tiring arm-work of mixing, mashing, whipping, beating, juicing, creaming, blending—and 101 other everyday meal-getting tasks. Only the new Sunbeam Mixmaster gives you all the special advantages you want and deserve when you buy a food mixer. So be sure the mixer you get (or the one you receive as a gift) is the original and the *ONLY* Mixmaster. There's only *one* by that name. Mixmaster puts that *EXTRA* deliciousness, *EXTRA* success into every recipe. Over six million enthusiastic owners are its best advertisements. It is also the mixer for which you can obtain such marvelous attachments as the combination Food Chopper-Meat Grinder, Hi-Speed Drink Mixer, Butter Churn, and others. On sale wherever good electric appliances are sold. See your dealer.

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Famous for Sunbeam Toaster, Ironmaster, Coffeemaster, Waffle Baker, etc.



AT HOME in the Bronx, sailing a mechanical fish in the bathtub is great fun for Mindy as well as little brother Wayne, 7 years old, and cousin Jaime, 2½.



BORROWING T-SHIRT from big brother Ivan, 23, a Michigan State College student, she prepares for neighborhood ball game at P.S. 77 playground.



PLAYING BASEBALL is still a favorite sport with Mindy. The school playground is handy to the home of her father, who is an abstemious beer salesman.

CONTINUED ON NEXT PAGE

Hounds for punishment

• Plunge into any weather in these handsome Walk-Overs. Stout yet mellow Heather Grain. Antiqued tan. Double, oiled soles. Broadmoor. \$13.95
Walk-Over prices from \$12.95 Higher West



WALK-OVER
Mudhounds

Geo. E. Keith Company, Brockton 63, Mass.
75 Years of fine craftsmanship, 1874-1949

ANY OF THOSE SWELL DEVEILED HAM SANDWICHES LEFT? THEY'RE GREAT!

CERTAINLY, SIR. EVERYBODY LIKES THEM. THEY'RE MADE WITH UNDERWOOD'S!

THE ORIGINAL!
ALL FINE HAM
ZESTFULLY SEASONED

UNDER WOOD
TRADE MARK
NET WEIGHT 2½ OUNCES
DEVEILED HAM

P.S. Mix UNDERWOOD'S with the yolks when stuffing hard-cooked eggs.

Mindy CONTINUED

BUT SHE MARRIED HIM ANYWAY



TRYING OUT a new song that her manager and coach, Eddie Joy, dislikes, Mindy first argues with him, then frustrates him and finally drives him to the wall. Joy, a music publisher, schooled Mindy in how to behave in front of an audience. Two weeks ago he made Mindy a full-time project and married her.

PAIN

of headache, neuritis
and neuralgia

RELIEVED

incredibly fast
the way thousands of physicians
and dentists recommend—

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



FOR MEN AND BOYS

OTIS



..... UNDERWEAR

OTIS



..... SPORTSWEAR

OTIS



..... HOSIERY

E-Z MILLS, INC., 57 WORTH STREET, NEW YORK 13, N. Y.

"Fleas Don't
Bother Me
I'm Dusted with
PULVEX DDT"



PULVEX ... KILLS FLEAS
FLEA POWDER ... KEEPS 'EM OFF

Play Billiards
ON TABLES COVERED WITH
SIMONIS
World's Best Billiard Cloth Since 1680

IMPTD. FROM BELGIUM—H.W.T. MALI CO., N.Y. 10

Giant Size Towels For 1000 Household Uses

EXCELLO
Laundry Fresh
KITCHEN TOWELS
LOOK FOR THIS LABEL



"Please
pardon
the Spin
I'm in!"

You'd be in a whirl
too, if all of a sudden you
became popular!
What's happened? Gee!

I'm still in a fog because
my skate dates
come fast and furious.
They used to call
me a wallflower.

I was awkward—
lacked style and rhythm.
Even my chums for-
sook me, until I got my
beamy "CHICAGO"
Skates and the
"Secrets of Rink Skating"
book which spotlighted
my hidden talents.

Now it's "lovely lady!—you're mine
for the dance and the rest of the
evening." Even my
dream boy is so.



No. 287 DANCE
SKATE on Ladies'
No. 224HW Shoe

attentive, I believe
he's jealous. But it's
utterly suave to be
the big wheel.

GET HEPI GET "CHICAGOS"



"Secrets of
Rink Skating"
tells how to skate, ex-
plains balance, posture,
edges, lean, etc.
Also pointers on skate
dancing with 6 popular
dance diagrams.
(Reg. 25c) Send 10c to
cover postage and
mailing. WRITE FOR
YOUR COPY TODAY.
USE COUPON BELOW

"CHICAGO"

ROLLER SKATES

CHICAGO ROLLER SKATE CO.
4443 W. Lake St., CHICAGO 24, ILL.

Enclosed find 10c for "Secrets of Rink Skating" Booklet.
NAME _____
STREET _____
TOWN _____ ZONE _____ STATE _____
SKATE AT _____ RINK AGE _____



TEXCEL TAPE

the cellophane tape in the

CANDY- STRIPE

DISPENSER

"AT YOUR
FAVORITE
TEN-CENT
STORE!"

TEXCEL
TAPE

15¢

Seals and
Mends

TEXCEL TAPE

STICKS WITH A TOUCH!

TEXCEL TAPE

25¢

3/4" X 150"

ON STATIONERY
AND DRUG COUNTERS!

Texcel Tape is available everywhere
in 15¢, 25¢ and 39¢ sizes

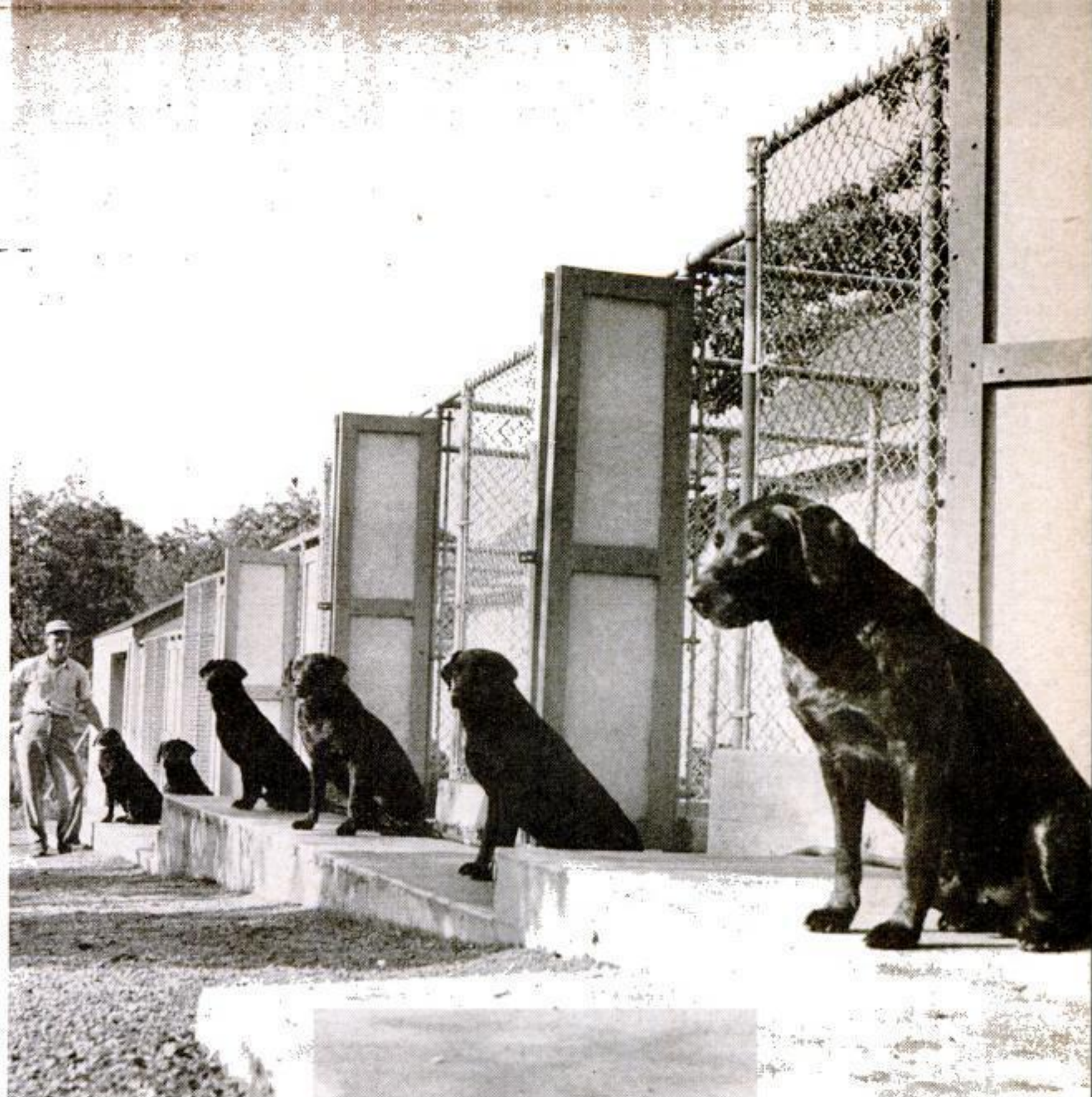
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Life Visits the Deer Creek Kennels

It is the cradle of the world's finest retrievers

The handsome dogs shown on these pages represent some of the most highly skilled labor in the animal world. They are black Labradors from the Deer Creek Kennels in St. Louis, where the best retrievers in America are trained. In the last 10 years Deer Creek's Labradors have six times won the *Field and Stream* trophy for retrievers and one of Deer Creek's dogs, Shed of Arden, has won the National Retriever Club title three times in the eight years it has been awarded. Deer Creek is owned by Paul Bakewell III, a rich 38-year-old insurance man. Twelve years ago he became interested in hunting and then, looking for a good gun dog, became even more interested in Labrador retrievers. Now dogs take up so much of his time that he hardly ever gets a chance to hunt anything. A hunter does not use a retriever as he would a pointer or setter—to point out game or cruise ahead to flush hiding birds. A retriever (and there are several good varieties beside the Labrador) remains at heel until a bird has been downed. Then, on command, he goes and gets it, braving brush, marsh and open water. It takes about two years to bring a young dog to championship form (pp. 140-144), and Bakewell now has 16 dogs "in school." In Bakewell's experienced opinion, however, retrieving is just a disciplined extension of what a good Labrador wants to do anyway.



BAKEWELL'S CHAMPIONS line up in front of kennels. From the front: Marvadel Black Gum, Baby Cakes, Matchmaker, Fancy Free, Bon Diable and Shed of Arden.



COMING BACK WITH A BIRD during practice in the water, Marvadel Black Gum gently carries a wet and worried but unharmed pheasant. Labrador retrievers

do not come from Labrador. They were "discovered" in Newfoundland by the second Earl of Malmesbury. Taken back to England, the dogs were unaccountably misnamed.

Smarter Rainwear
WITH **PLYMOUTH**
*Sewmanship!



The
Nantucket

Everlasting smartness and flattering drape are fashioned into the very "heart" of every Plymouth Weather-Ready Coat by *sewmanship*... unseen *extra* touches of quality tailoring by skilled craftsmen. That's why when you choose one of the superbly-styled 21 models — in a wide range of fine fabrics—you're assured of matchless quality. See this fall's handsome selection at leading stores.



1. Crush-resistant front and collar



2. Sag-proof tailored front



3. Tested weather-resistant finishes

Plymouth
OF BOSTON
WEATHER-READY

Smart Rainwear for Men

Plymouth Manufacturing Co., Boston 18, Mass.

Life's Visit CONTINUED

EDUCATION OF A BLACK LABRADOR



MARKED RETRIEVE tests dog's singleness of purpose. Here Matchmaker returns with one bird, disregarding a second bird tossed out to distract him.



WATER RETRIEVE shows off long jump (10 to 12 feet) which a good Labrador like Deer Creek's Fancy Free employs to enter stream or lake after a bird.



PRACTICE RETRIEVE is demonstrated by an educated Labrador. Pups are taught to distinguish between dummy "bird" and realistic-looking decoys.

STOP GOO

MILANO
LOCKMOUNT

a more enjoyable pipe
for 4 good reasons

1. **LOCKMOUNT** guarantees tight fit
2. **LIFETIME HESSON GUARD** stops goo
3. **PERMANENT CORK SEAL** keeps shank clean, dry
4. Sweet-smoking **IMPORTED BRIAR**



MILANO
LOCKMOUNT
\$150

Milano Standard Mount . . . \$1

Variety of shapes

WM. DEMUTH & CO., INC., 5th AVE., NEW YORK 22

No Puzzle at all!

FOR THE **COOLEST**



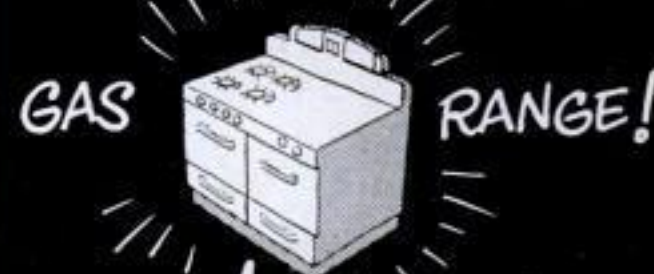
FASTEST

FINEST COOKING



IN THE WORLD

CHOOSE A NEW AUTOMATIC



Gas has got it!

AMERICAN GAS ASSOCIATION

CONTINUED ON PAGE 142

REDDI-WIP...AMAZING NEW WAY TO GLAMORIZE SIMPLEST DESSERTS

Wins Millions of American Housewives Overnight



MADE WITH
FRESH, RICH CREAM
*It Whips Itself
at the Touch of a Finger!*



MOST EXCITING DESSERT NEWS OF THE CENTURY—a sensational idea that is winning acclaim from coast to coast... Reddi-Wip is fresh, rich cream, sweetened just right—especially processed the Reddi-Wip way—it actually WHIPS ITSELF!

A touch of your finger and out swirls a ribbon of the most delicious whipped cream you ever tasted—fresh-whipped AUTOMATICALLY as it comes from the container. No last-minute beating, fussing or failures with Reddi-Wip. Cost per serving is very low.

WOMEN EVERYWHERE RAVE about the way Reddi-Wip transforms simplest custards, puddings and gelatin into mouth-watering party treats. Your whole family will grin from ear to ear when you serve cakes, pies and ice cream topped with delicious Reddi-Wip.



BOON TO BUSY HOUSEWIVES. No fuss, no muss—no bowl or beater to wash. So, with Reddi-Wip, you'll find that the fanciest-looking desserts are now the *easiest and quickest* to prepare! Children love to use Reddi-Wip themselves... on ice cream, gelatins, cakes... even cereals.



MEN LOVE the extra "glamor" that Reddi-Wip gives to plain desserts. And because the special container whips the *exact* amount you want—exactly *when* you want it—there's never a drop of waste, nothing left over to throw away. No failures, no beating, no bowl washing.



REDDI-WIP STAYS FRESH for days in your refrigerator, if treated like the pure delicious cream it is! Smart housewives keep Reddi-Wip handy. Reddi-Wip is a sure "praise winner"—makes all meal planning easier—use it often!



ECONOMICAL! Each thrifty 7-oz. can gives you almost a full quart of whipped-up Reddi-Wip... about 31 generous servings. You'd never dream that one single container could hold so *much* until you try it... Look for Reddi-Wip in the refrigerator at your favorite food store or order it from your milkman today.

Get the Genuine • Ask For • Look For
Reddi-wip
AT LEADING DAIRIES AND GROCERS EVERYWHERE

READ CAREFULLY: Reddi-Wip is distributed by leading dairies everywhere—also sold in grocery stores. Naturally, imitations are likely to spring up. So always make sure you get the *genuine* Reddi-Wip made by the Special Reddi-Wip process.



You'll find genuine Reddi-Wip in one of these two containers depending on where you live.

If your briar's
in the doghouse...



Put
this



15¢

in
your
pipe
and
smoke
it!..

Give your pipe a break. Give yourself a treat. Light up a pipeful of mild, mellow Briggs. Briggs is extra-aged in oaken casks for extra flavor... and Briggs has a rich, super-satisfying aroma all its own. Why not try some. Today?

PRODUCT OF P. LORILLARD COMPANY
Also available in Canada
Copyright 1949 by P. Lorillard Company

Life's Visit CONTINUED

THE TUTORED AND THE UNTUTORED



TRAINED VETERANS, all over a year old, sit still and wait for orders from Owner Bakewell even when a cock pheasant is paraded past their cool noses.



EAGER PUPPIES, 16 weeks old and as yet untrained, are put to same test and immediately scramble for the pheasant, intent on chasing and mauling it.



LABRADOR LIFESAVER, 10-year-old Shed of Arden, shoulders the pups aside majestically and rescues the frightened pheasant from the young dogs.

You're looking at a
shaving "miracle"

by

Courtley

World's Finest Men's Toiletries

This much cream will
lather your
face...
twice over.



Makes more
lather—more
bubbles—more
water next to
beard—an
amazingly
better shave!

Giant tube 50¢
Lather or Brushless.

Tube shown
about 1/2 actual size.

COURTLEY, LTD., NEW YORK, LOS ANGELES

GOOD...



any old time!

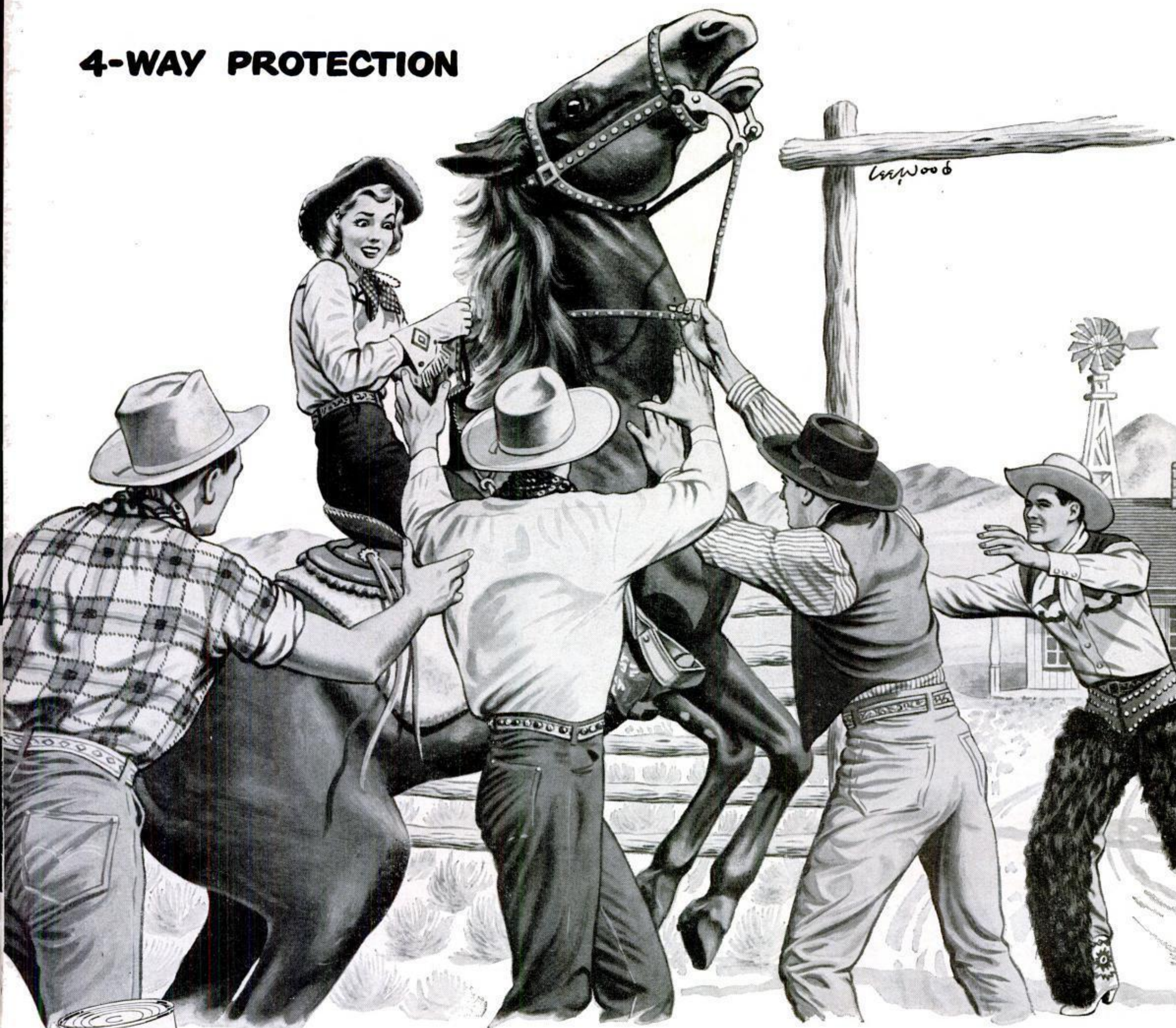


America's
largest selling cheese cracker!

Sunshine Biscuits, Inc.

CONTINUED ON PAGE 144

4-WAY PROTECTION



4-WAY PROTECTION FOR YOUR HORSEPOWER TOO!



As you see, four cowboys are good 4-Way Protection for the girl on the horse. But when it comes to your horse-power, you need the 4-Way Protection of Premium Sinclair Opaline Motor Oil. Opaline protects your motor these four ways...



1. CLEANS—Keeps your motor clean as a whistle—combats carbon, sludge, lacquer, corrosive acids.



2. SEALS—Opaline improves piston seal to save gasoline, save oil and give your car more power.



3. COOLS—Draws searing heat away from cylinder walls, bearings and other engine parts.



4. LUBRICATES—Opaline Motor Oil's tough protective film reduces wear and saves repair expense.

PREMIUM

SINCLAIR OPALINE MOTOR OIL

REG. U.S. PAT. OFF.

SUPER-REFINED BY THE PHETONE PROCESS



ON TELEVISION

THURSDAY NIGHTS*

"CRUSADE in EUROPE"



Sept. 29—Overrunning Germany

See Nazis trapped in their crippled capital, as Allies and Russians close in... double-envelopment of Ruhr by western Allies... Eisenhower's visit to Nazi horror camp.



See Russians and Americans meet at the Elbe... the savage battle for Berlin... its capture... surrender at Reims... final collapse of Reich. Don't miss this stirring LIFE & TIME presentation of Eisenhower's book.



"These fine films have enabled us to live again through great events which must never be forgotten."

—HENRY "HAP" ARNOLD
General of the Air Force

"So exciting the family and kids drop everything, even the comics, to watch it."

—BOB HOPE



"Seldom has there been a more stirring half-hour on stage, screen or radio."

—H. I. PHILLIPS
New York Sun

"Superb from any angle you take it."

—DANTON WALKER
New York News



*On different evenings in some cities.
See your newspaper for evening and time.

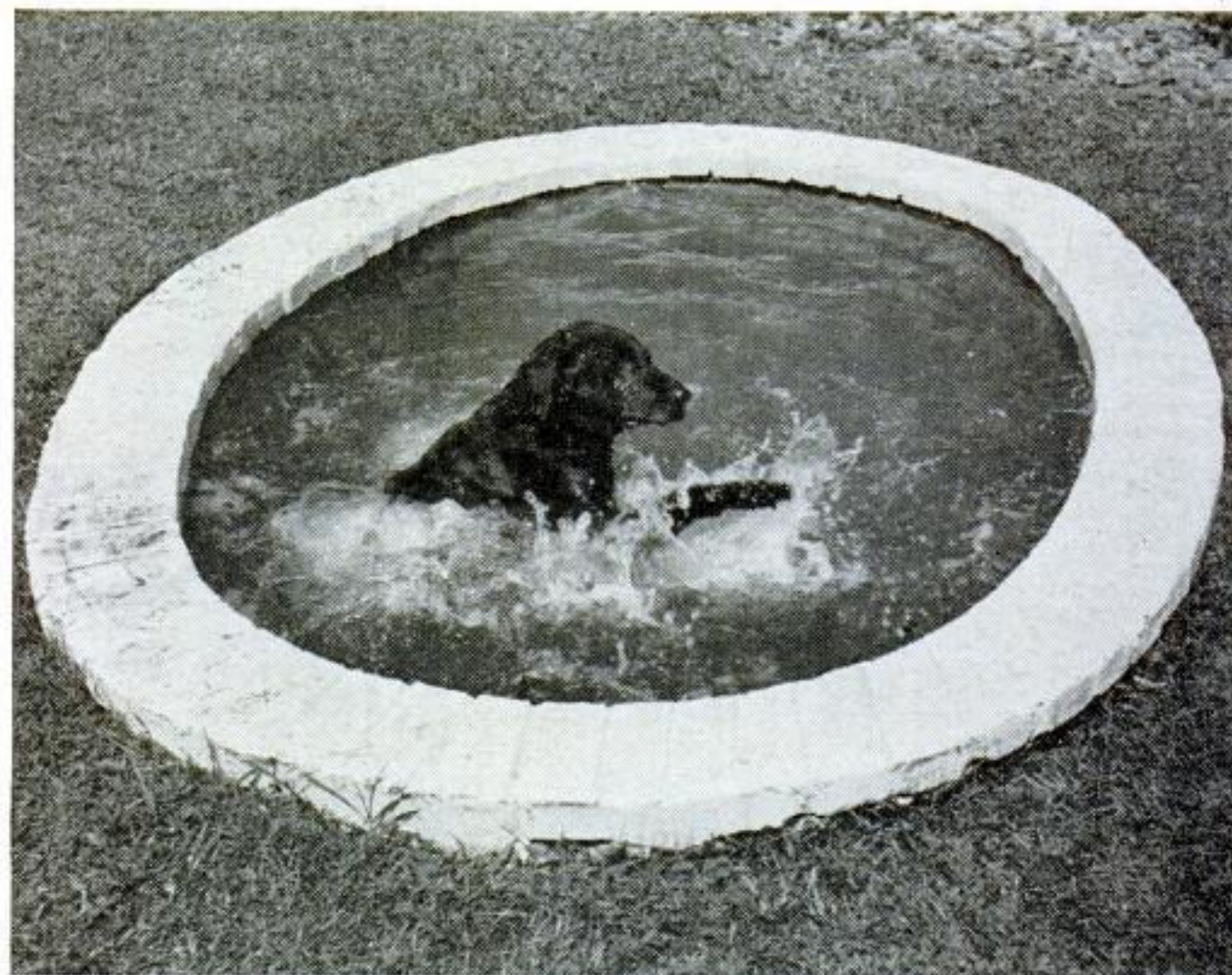
Showing in 33 cities—ABC network

LIFE & TIME
The Weekly Newsmagazine
TELEVISION PRESENTATION

Life's Visit CONTINUED



VIGOROUS LABRADORS swim after Bakewell's rowboat on a pond. The dogs swim instinctively but need this kind of practice to develop endurance.



SENILE LABRADOR, Bakewell's great champion bitch Tar of Arden, now 12 years old, lolls happily in a goldfish pond on the lawn of her owner's home.

alone...

because
she doesn't know



LOVE can be lost... romance ruined if you offend with perspiration odor. So stop it *before* it starts!

DRYAD — Jergens new kind of deodorant *actually stops the decaying action of bacteria...* the chief cause of embarrassing perspiration odor... *before* it starts!

Its *complete* deodorizing action keeps you sweet to love and adore.

APPROVED by leading skin specialists. Harmless to clothes.

SMOOTH as face cream as long as it lasts. 10¢, 29¢, 59¢.

Dryad
stops perspiration odor
before it starts



There are 14,950,000 LIFE reading families in the United States in which LIFE has one of more readers.

**ACID
INDIGESTION
Heartburn
Keep you from
Sleeping?**

TUMS

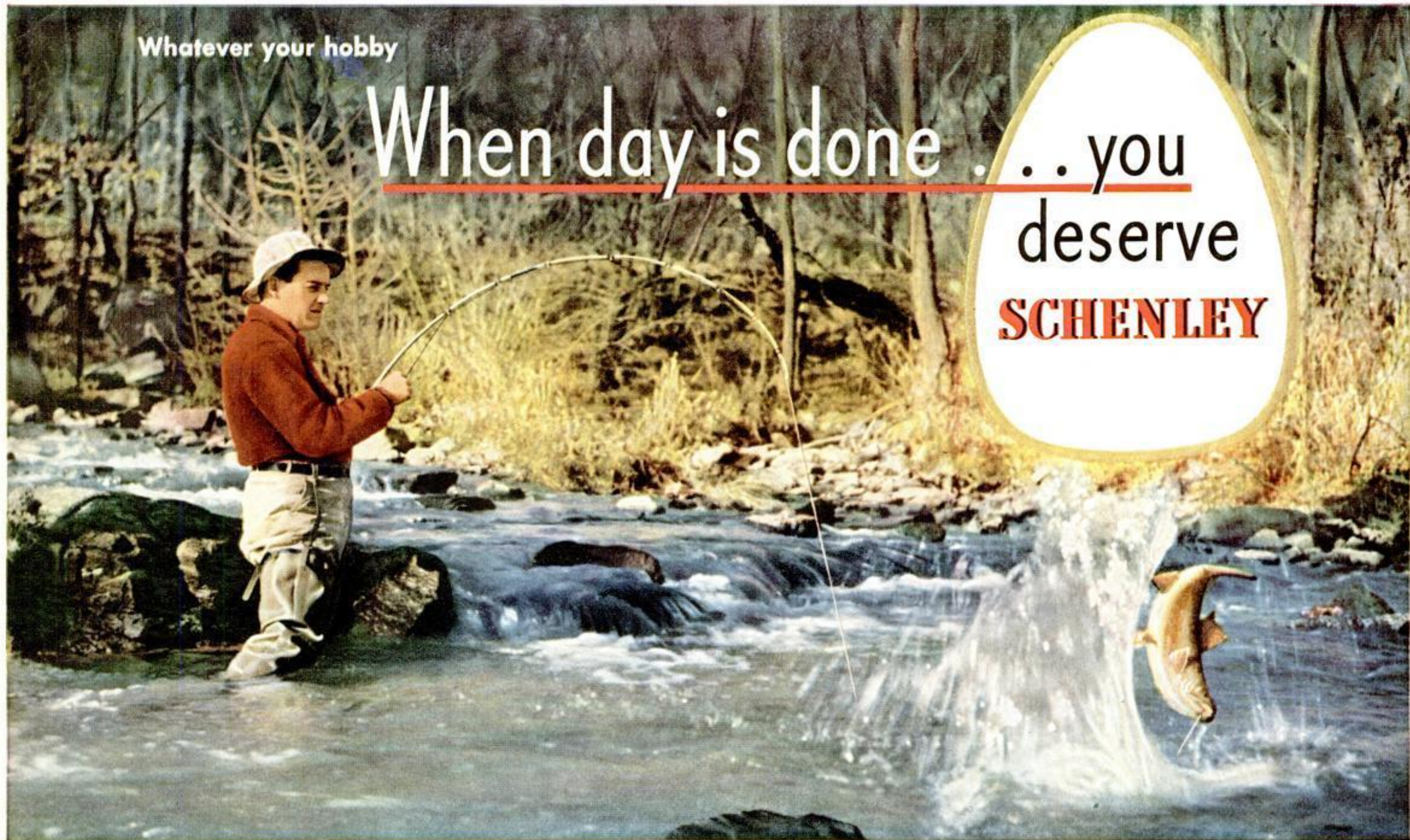
Tums give sweet relief almost instantly

TUMS 10¢
Handy Roll
3-roll package, 25¢

for the tummy

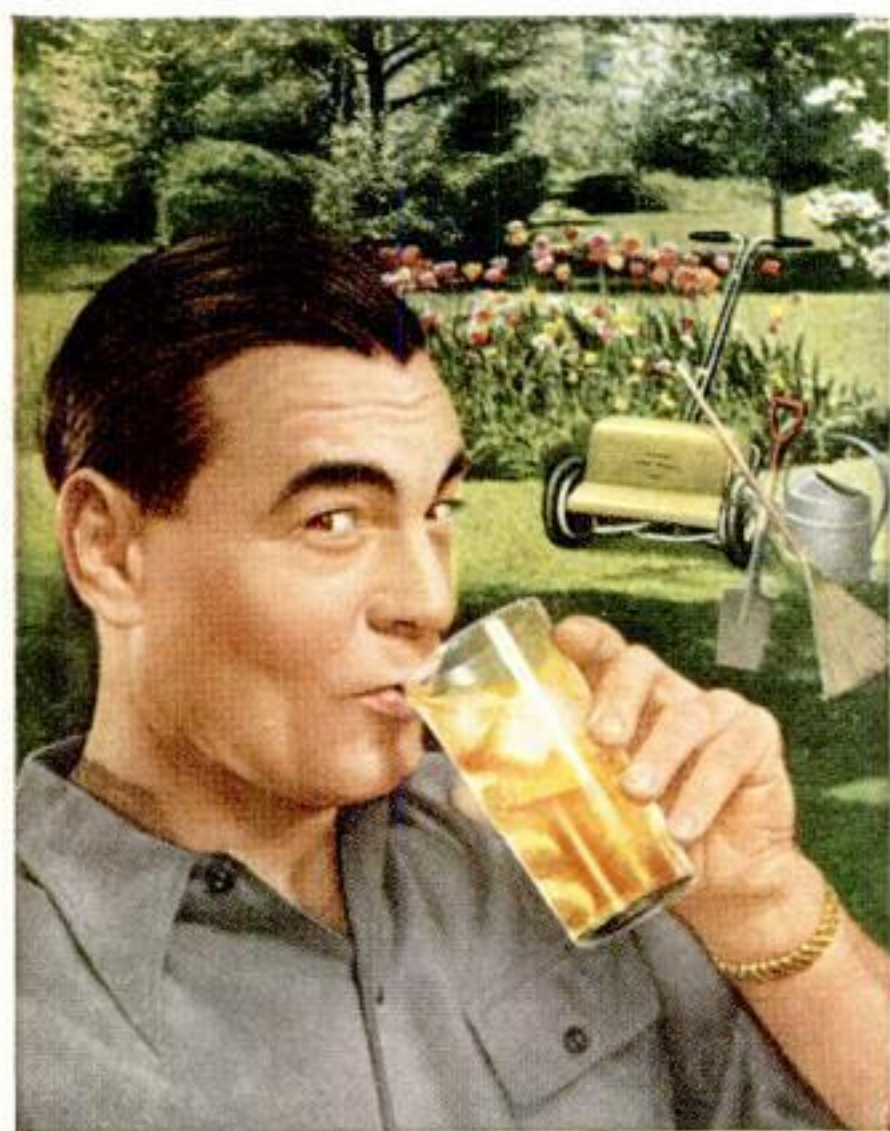
Whatever your hobby

When day is done . . . you
deserve
SCHENLEY



It's a **Grand and Glorious Feeling** when you land the biggest trout of the day. And it's a glorious feeling, too, when you enjoy Schenley in your favorite drink. For Schenley is richer and finer *always*. Its smooth, mellow taste is

the result of Schenley's rare, older whiskies and matchless blending skill. So, when day is done, treat yourself to the best. And the best is Schenley, the whisky of *unchanging* perfection. The finest your money can buy.



After Gardening, it's time to relax! And that calls for delicious drinks made with smoother Schenley. You'll agree that every drop of Schenley is richer, *more satisfying!*



Whatever Your Hobby . . . fishing, gardening, or "armchair" baseball . . . when day is done, *you* deserve richer, finer Schenley—friendly to your taste. Enjoy it in your favorite drink *tonight*.

*Richer
Finer*
SCHENLEY



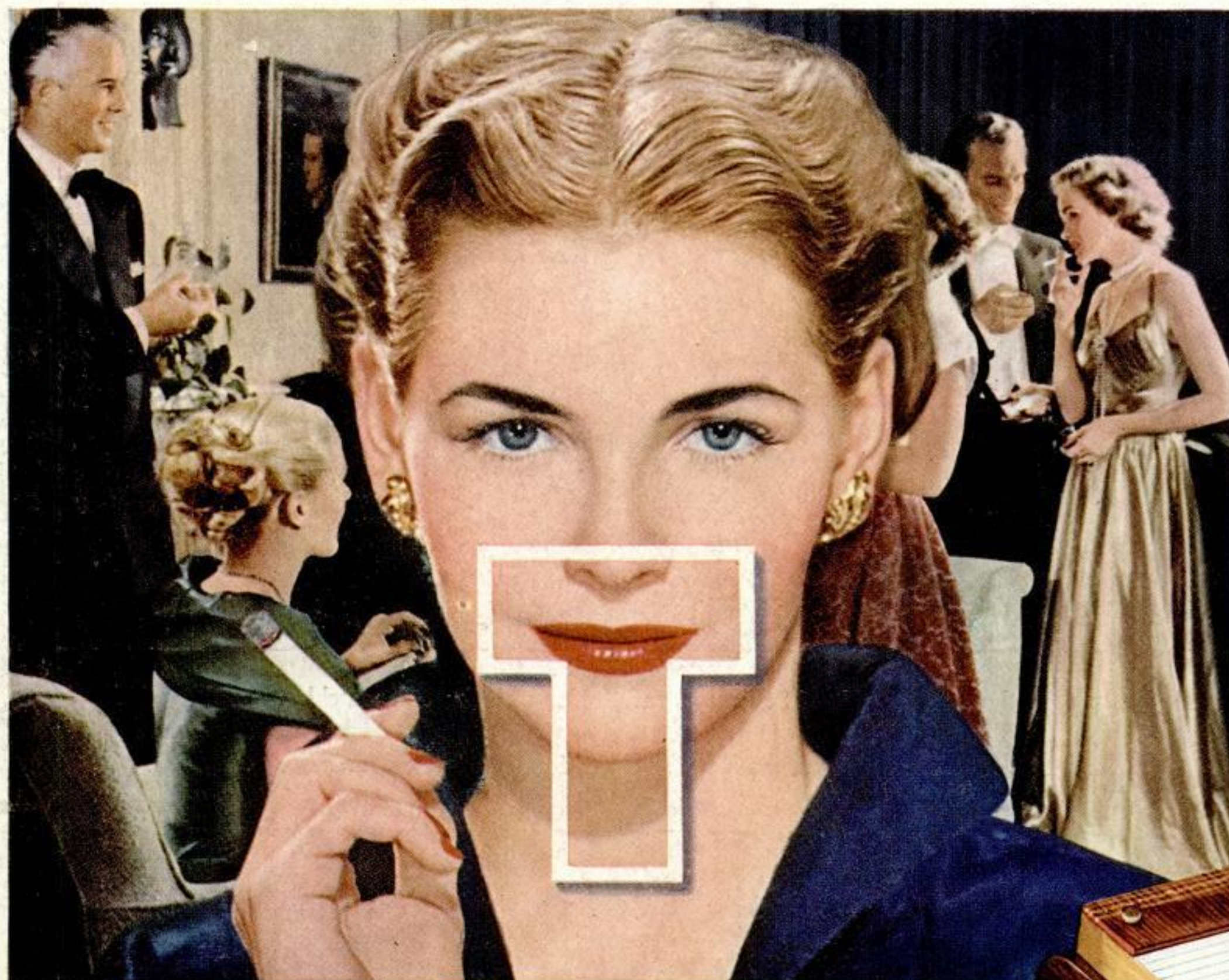
A Schenley Mark of Merit Whisky

from **SCHENLEY** the House of Aged Whiskies

RARE PRE-WAR QUALITY BLENDED WHISKY. The straight whiskies in this product are 5 years or more old. 35% straight whisky. 65% grain neutral spirits. 86 proof. Schenley Distributors, Inc., N.Y.C.

30-DAY TEST REVEALED

Not one single case of throat irritation *due to smoking* CAMELS!



Yes, Camels are SO MILD that

in a coast-to-coast test of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days, noted throat specialists, making weekly examinations, reported NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking Camels!

MAKE THE CAMEL 30-DAY TEST IN YOUR "T-ZONE"

Every day, every week since the doctors' report on Camel mildness was made public, smokers by the hundreds have been making their own tests—enjoying Camels exclusively for 30 days. Make *your* test in your own "T-Zone". See if you, too, don't find Camels the mildest, best-tasting cigarette you ever smoked.



R. J. Reynolds
Tobacco Co.,
Winston-Salem
N. C.

"How mild can a cigarette be?"

Whenever this question comes up at impromptu, time-out-for-a-cigarette gatherings, experienced smokers—men and women who *know*—have this to say: "Just smoke Camels and *see!*"



According to a Nationwide survey:

**MORE DOCTORS
SMOKE CAMELS**

than any other cigarette

When three leading independent research organizations asked 113,597 doctors what cigarette they smoked, the brand named most was Camel!



"The doctors' report checks with my own smoking experience. I've given Camels a 20-YEAR test! Camels are mild all right! And they taste great!"

Gordon "Dusty" Campbell

BIG-GAME FISHERMAN

